DOCUMENT RESUME

ED 322 360 CE 055 482

TITLE Tourism Curriculum.
INSTITUTION Alaska State Dept. of Education, Juneau. Div. of Adult and Vocational Education.
PUB DATE 88
NOTE 86p.
PUB TYPE Guides - Classroom Use - Guides (For Teachers) (052)

EDRS PRICE MF01/PC04 Plus Postage.
DESCRIPTORS *Competence; *Competency Based Education; *Course Content; Course Descriptions; *Curriculum Development; *Educational Resources; Hospitality Occupations; Postsecondary Education; Secondary Education; State Curriculum Guides; Teacher Role; *Tourism; Travel; Vocational Education Teachers
IDENTIFIERS *Alaska

ABSTRACT

This competency-based curriculum guide is a handbook for the development of tourism education programs. Based on a survey of Alaskan tourism employers, it includes all competencies a student should acquire in such a welding program. The handbook stresses the importance of understanding the principles associated with the various components of the tourism industry. Units begin with definitions of terms and principles so that students will have conceptual frameworks upon which they may develop a complete perspective for working in the field. The handbook is organized in these seven sections: (1) the concept of competency-based curriculum and the role of vocational educators in curriculum planning, implementation, and evaluation; (2) the scope of tourism competencies; (3) competencies and tasks for the following subjects--Alaskan studies, geography and culture, industry structure, economics, marketing, communications, customer service, employability skills, travel planning services, accommodations, and international tourism; (4) course descriptions to assist school districts in developing their vocational programs; (5) curriculum analysis matrices to be used to determine competencies for specific tourism courses; (6) a sample skills card for evaluating and recording student progress; and (7) information on resources and specific materials available in Alaska and the rest of the nation. (KC)

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Tourism Curriculum

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Tourism
Curriculum

State of Alaska
Steve Cowper, Governor

Developed by the:
Alaska Department of Education
Office of Adult and Vocational Education

William G. Demmert, Commissioner

Karen Ryals, Administrator,
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This publication was prepared with the support of U.S. Department of Education funds under the Carl Perkins Vocational Education Act, PL98-524. Copies are available from the Alaska Department of Education, Office of Adult and Vocational Education, Alaska Vocational Materials Library, Box F, Juneau, Alaska 99811, (907)465-2980. This publication may be duplicated.

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Foreword

The hospitality and tourism industries are among the fastest growing in Alaska, as well as the rest of the United States. The Alaska Visitor Industry is a billion dollar business. According to the Alaska Division of Tourism, the total number of out-of-state visitors to Alaska in 1987 was 744,000 with 533,100 of those visitors arriving during the summer months. These figures represented a 13% increase for the years 1985 to 1987. In 1986, the growth rate was 13 percent over the previous year. The annual growth rate, historically, has been a steady 3 to 5 percent. The demand for professional employees exceeds the supply by more than five years. A study done in 1985 showed that 19,000 people worked directly in full-time year round jobs associated with the travel industry in Alaska. Another 38,000 people were indirectly associated with the industry. The economic importance of tourism in Alaska continues to grow every year.

This competency-based curriculum is designed to be a handbook for the development of tourism programs. It includes all competencies a student will acquire in a tourism education program. Development of this handbook began with a survey of Alaskan tourism employers. Their priorities regarding the skills and knowledge students need to acquire to survive and thrive in the industry form the basis of this handbook.

The handbook stresses the importance of understanding the principles associated with the various components of the tourism industry. Units begin with definition of terms and principles so that students will have conceptual frameworks to which they may develop a complete perspective for working in the field. The eleven units are fundamental to understanding the tourism industry. The competencies and tasks are presented so that instructors have the prerogative to determine which aspects they want to teach in basic and advanced level courses.

The handbook is organized in seven sections:

Section I introduces the concept of competency-based curriculum. The role of vocational educators in curriculum planning, implementation, and evaluation is also included.

Section II provides the scope of tourism competencies.

Section III presents the curriculum including the competencies and tasks for tourism instruction.

Section IV contains course descriptions to assist school districts in developing their vocational programs.

Section V provides curriculum analysis matrices to be used to determine competencies to be included in specific tourism courses.

Section VI contains a sample skills card for evaluating and recording student progress.

Section VII lists information on resources and specific materials available in Alaska and the rest of nation.

It is recommended that all students participate in career awareness and exploration experiences to help them understand the connection between school and work and make career plans.

Acknowledgements

This handbook reflects the competencies needed for entry-level employment due to the input of Alaskan tourism professionals. Thanks and recognition go to the following technical committee members for their assistance and cooperation:

Alaska Department of Commerce and Economic Development, Division of Tourism
Alaska Guides Association
Alaska Private Lodgings Bed and Breakfast, Anchorage
Alaska Railroad Corporation
Alaska Visitors Association
Alaska Waterways, Inc., Valdez
Alaska Yukon RV Caravans, Hyder
Anchorage Convention and Visitors Bureau
Avis Rent A Car, Anchorage
Bob and Sally's Lodge, Anchorage
Clarion Hotel, Anchorage
Cozy Accommodations, Homer
Cruise Masters, Inc., Seattle
Denali Salmon Bake, Denali National Park
Glacier Bay Lodge, Seattle
Haines Chapter Alaska Visitors Association, Haines
Hotel Captain Cook, Anchorage
Juneau Convention and Visitors Bureau
Juneau Lodges, Inc., Juneau
Kantishna Wilderness Trails, Kantishna
Katmaland, Inc., Anchorage
Mariah Charters, Anchorage
Mark Air, Fairbanks
Matanuska-Susitna Convention and Visitor's Bureau, Wasilla
Qomingmak Musk Ox Producers Coop, Anchorage
Quest Charters and Tours, Anchorage
Quinnat Landing Hotel, King Salmon
Salmon Falls Resort, Ketchikan
Sheraton Hotel, Anchorage
Sitmar Cruises, Los Angeles
Society Expeditions, Seattle
Sourdough Outfitters, Bettles
St. George Tanaq Corporation, Anchorage
Temsco Helicopters, Juneau
The Summer Inn Bed and Breakfast, Fairbanks
Tides Inn, Petersburg
Wilderness Fishing, Fairbanks
Wings of Alaska, Juneau

A task force of Alaskan educators in tourism helped to define the units, competencies, and tasks. The task force which met to finalize this handbook deserves a great deal of credit for their hard work and valuable input:

Jennifer Deitz, The Travel Academy, Anchorage
Judy Demers, The Career Center, Anchorage
Marcia Snyder, Hutchison Career Center, Fairbanks
Edith Taylor, Alaska Pacific University, Anchorage

Special appreciation is expressed to Carin Smolin who coordinated the preparation and completion of this handbook, and to Mark Hanson, Associate Director of the South East Regional Resource Center, who administered this project.

Special thanks are due South East Regional Resource Center employees Ginger Murar and Dave Wood who designed the graphics for the handbook.

Thanks also go to the National Network for Curriculum Coordination in Vocational and Technical Education (NNCCVTE) and participating states for providing resource materials which improved the quality of this handbook and saved months of work.

Finally, Verdell Jackson, Curriculum Specialist for the Office of Adult and Vocational Education, must be recognized for designing the curriculum development process and for participating in every step of the handbook's development ensuring that it is a model Alaskan curriculum of the highest quality.

Karen Ryals
Administrator
Office of Adult and Vocational Education
Alaska Department of Education
October 1988

I

Introduction to Competency-Based Curriculum

Competency-Based Curriculum

Vocational education should be directed toward the skills, knowledge, and attitudes needed for successful employment. Tourism educators need to continually update their curriculum in order to prepare students for competition in the job market.

An effective method for delivering vocational education is through a competency-based curriculum. This curriculum is based on a task analysis of the key occupations in tourism. Once a competency-based curriculum is set in place, student performance must be measured on levels of proficiency in those competencies. Thus, the critical features of competency-based education are:

1) validating competencies to be included in the curriculum; and
2) evaluation of student competency levels.

This curriculum handbook sets direction for local curriculum developers. It provides a framework for developing courses of study and lesson plans in local schools.

Curriculum Based On Competencies

Competence refers to the adequate performance of a task. The task may be evaluated according to the performance or process, the service, or both.

Competency-Based Vocational Education consists of programs that derive their content from the tasks performed in each occupation/job and assess student performance on the basis of preset performance standards.

Learning materials define the competencies the student is to master, the criteria by which the student will be evaluated, and the conditions under which the evaluation will occur.

Competency-based instruction places emphasis on the ability to do, as well as on learning how and why. Student performance and knowledge are individually evaluated against the stated criteria, rather than against group norms.

The competency process utilizes a checklist of attitudes, knowledge, and skills that are commonly needed by entry-level employees in tourism occupations. In developing this curriculum handbook, a cross-section of tourism professionals were asked to respond to a survey on the basis of needs within their own establishments. The survey results were summarized to determine which attitudes, knowledge, and skills were important to firms in Alaska.

Student Performance Assessment

A curriculum becomes competency-based when students are assessed on the basis of their competence. Sample skill cards are provided in this guide for teachers who wish to use them in assessing the competency levels of their students. The card has four levels of proficiency which allow continued development of skills. The card can be used to monitor students' progress as they move between tourism classes, between teachers and grade levels, and between school and work. The completed skills card is an important part of a placement portfolio when students begin their job searches.

Curriculum Delivery Systems

Vocational Student Leadership Organizations

Some of the competencies in this curriculum guide cannot be fully met in traditional classroom and lab settings. The Distributive Education Clubs of America (DECA) is a delivery system which can be integrated into the regular school program. Human relations skills as well as job skills will be enhanced by student participation in DECA. DECA activities should complement instruction in the tourism classroom and lab. They should be integrated as a curriculum delivery system and not allowed to become an extracurricular activity.

Cooperative Work Experience

Some of the competencies identified in this guide cannot be fully developed at a school site. A work station in the community offers realistic experiences in fulfilling the program goals in career development and human relations. Cooperative Work Experience offers an excellent vehicle for the delivery of instruction. With well developed training plans, teachers and employers can cooperate to prepare students for employment. Cooperative Work Experience extends the instructional program beyond the availability of equipment and instructor time at the local school. Teachers and employers must maintain regular communications to assure that students are receiving a high quality experience.

The Rural Student Vocational Program (RSVP) provides a two week fulltime work experience for students from rural areas where job stations are limited or non-existent.

The Job Training Partnership Act (JTPA) provides on-the-job experience to disadvantaged youth in both urban and rural areas.

Role of Instructor in Curriculum Planning, Implementation, and Evaluation

The vocational instructor fulfills many roles which include the following responsibilities:

- Prepares a written vocational program plan.
- Develops and maintains a written program philosophy with objectives that support the philosophy.
- Maintains a written list of competencies identified as needed for the program area.
- Devises and maintains a classroom management system for implementing the curriculum materials provided for the program area.
- Evaluates the curriculum content periodically to determine curriculum changes and updates. This includes the involvement of the students (present and former), advisory committee members, and other personnel.
- Selects units of instruction and plans lesson plans based on the competencies of the occupation.
- Provides appropriate instructional materials, supplies, and equipment for the students to use.

- Provides school guidance counselor with information and updates regarding implementation of the specific curriculum.
- Reviews the instructional materials to assure that they are free from sex bias and sex role stereotyping.
- Works with an advisory committee.
- Assists and/or serves as an advisor to the appropriate student organization related to the vocational program area.
- Plans and arranges an appropriate classroom learning environment. This involves assisting students of different abilities to work at their own pace and in cases where remedial instruction is needed, securing additional help for those students.
- Reinforces basic skills of reading, communication (written & oral) and computation through vocational education experiences.
- Helps determine what objective(s) should be established for handicapped students as a part of the individual educational plan (IEP) development.
- Uses a grading procedure that is made available to all students at the beginning of their training.
- Sets an example for grooming and dress that is generally found in the occupational area in business or industry to enable students to establish appropriate standards.

Benefits of the Competency-Based Curriculum

Competency-based vocational education offers several benefits to students:

1. The competencies/tasks are directed to the student and provide measurable criteria for determining when the student has acquired the necessary knowledge and skills.
2. Students receive realistic training for the job. They become competent in tasks that are relevant to the occupation.
3. Students know what is expected of them throughout the course. The competencies are made available to them at the onset. They know what they will be doing and how well it must be done.
4. Each student is individually responsible for completing each competency attempted in the curriculum.
5. The basic thrust of the competency-based program is to evaluate students according to their accomplishment of tasks as they work up to individual capability. Students are not compared with other students in their accomplishments because each is expected to work according to employment standards. Because of the various evaluation policies of different school systems, the ideal of not comparing students in determining grades is not always possible.

II
Program Development

Program Development

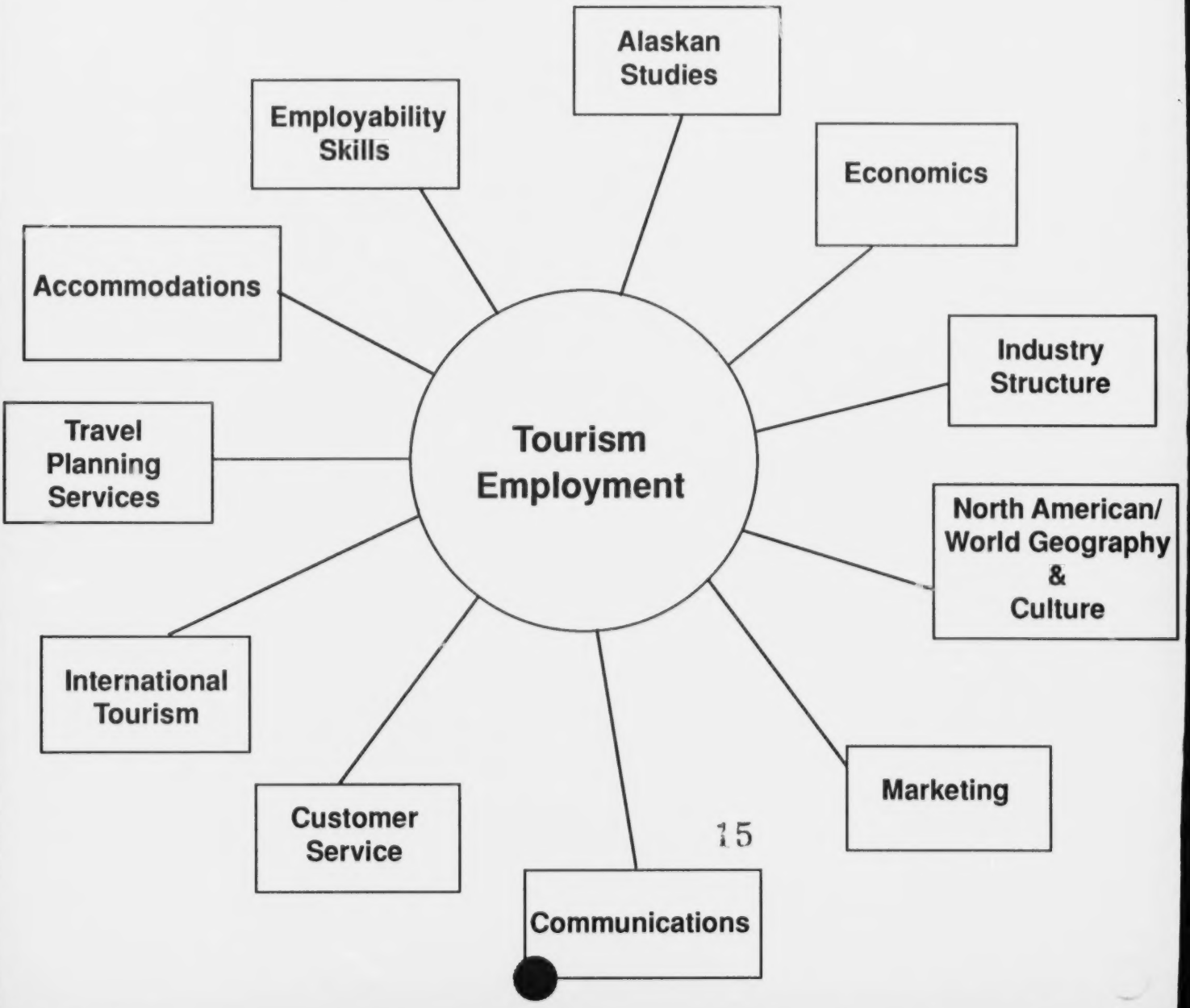
The format of this handbook was selected to aid administrators and teachers in concentrating on the skills needed for vocational training. It will assist in selecting the array of units and the delivery system which fit the school. This provides the flexibility of varying the course content to include the most valuable skills as appropriate for the scope and sequence. The primary importance is that students are able to secure foundation skills. Schools can vary their delivery systems to maximize student opportunities by:

1. Offering courses on alternate years or other planned sequences
2. Offering two or more courses in the same class
3. Providing individualized materials and instruction

A matrix is included in this guide for use in planning the courses to be offered and the content of each course.

The following chart shows the scope of tourism competencies.

Scope of Tourism Competencies



III
Competencies and Tasks

Alaskan Studies

(A) Indicates advanced competency or task

Competency: **Understand geography and topography of Alaska**

Tasks:

Describe the four regions of Alaska:

a. southeast
b. southcentral,
c. far north/interior
d. southwest

Locate and describe:

a. the major cities/communities in each region
b. visitor destinations

Locate the topographical formations and other land features in Alaska including:

a. rivers
b. mountain ranges
c. glaciers
d. lakes
e. inlets
f. oceans
g. sounds/fjords
h. islands
i. volcanos
j. archipelago
l. moraines
m. muskeg
n. bays
o. desert
p. tundra
q. permafrost

Use resources for identifying geography and topography of Alaska such as:

a. maps
b. charts
c. milepost

Explain how geographic features influenced settlement and development in Alaska

Competency: **Understand climatic conditions in Alaska**

Tasks:

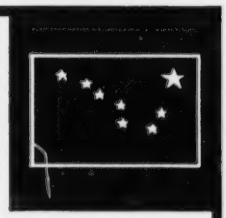
Explain climatic conditions/patterns of each region such as:

a. maritime climate zone of the southeast/southwest
b. transitional climate zone of the southcentral
c. continental climate zone of the interior
d. arctic conditions of the far north

Use resources to recognize and identify climatic differences such as:

a. Alaska Geographic
b. Alaska Division of Tourism publications
c. National Weather Service
d. Milepost
e. Alaska Almanac
f. personal experience
g. media

Explain how climatic conditions affect lifestyles, vegetation, and development of each region



Competency: **Understand Alaskan history**

Tasks:

Trace the historical development of:
- a. local areas
- b. the state
- c. tourist destinations in the state

Relate foreign influences on Alaska's development

Assess Alaska's future in relation to Pacific Rim nations

Competency: **Understand cultural differences in Alaska**

Tasks:

Locate the native cultures of Alaska:
- a. Eskimos
- b. Indians
- c. Aleuts

Describe native cultures including:
- a. language and dialects
- b. religions
- c. art forms
- d. foreign influences
- e. influence of rural, urban, and bush lifestyles
- f. impact of technology

Explain terms and organizations associated with native culture in Alaska such as:
- a. Native Corporations
- b. Alaska Federation of Natives (AFN)
- c. sovereignty
- d. Alaska Native Claims Settlement Act (ANCSA)
- e. conveyance
- f. Bureau of Indian Affairs (BIA)

Competency: **Understand Alaska's natural resources**

Tasks:

Explain terms and principles associated with natural resources including:
- a. conservation
- b. development
- c. human resource
- d. non-renewable
- e. renewable
- f. capital resource
- g. natural resource
- h. preservation
- i. exploitation
- j. agricultural development
- k. wilderness area
- l. historic area
- m. potential resources
- n. allocation
- o. land freeze
- p. Alaska National Interest Lands Conservation Act
- q. Permanent Fund
- r. infrastructure
- s. conveyance
- t. Environmental Impact Statement
- u. recreation area

Explain the development of Alaska's natural resources including potential, problems, and issues of:
- a. timber
- b. fishing
- c. agriculture
- d. oil
- e. gas
- f. mining
- g. tourism

Describe the types of federal and state-protected and managed areas including:

a. National Forest
b. National Monument
c. National Wildlife Refuge
d. National Preserve
e. State Forest
f. State Park
g. State Refuge
h. wild and scenic rivers

Describe the unique features of each of Alaska's regions including:

a. plants, flowers, and trees
b. fish species
c. wildlife species

(A) Describe the agencies that manage federal and state protected areas

(A) Describe the motivation behind early federally-protected and managed areas

(A) Describe the land management and natural resources development and preservation role of Alaska Native corporations

(A) Predict the social changes in Alaska which are likely to result from further development in Alaska (economic, political, cultural)

(A) Explain the issues of development versus conservation

Competency: **Understand characteristics of visitors to Alaska**

Tasks:

Profile the visitor to Alaska by:

a. demographics
b. psychographics

Describe seasonal visitor attractions and activities such as:

a. fishing
b. hunting
c. sports
d. river trips
e. hiking
f. boating
g. sightseeing
h. natural phenomena
i. skiing
j. dog mushing
k. organized events

(A) Identify cultural differences of domestic and international visitors

(A) Describe the educational aspects of organized travel

Competency: **Understand transportation modes in Alaska**

Tasks:

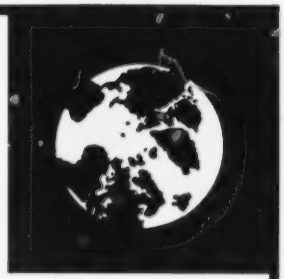
Describe transportation modes unique to each region in Alaska including:

a. Marine Highway System
b. Alaska Railroad
c. highways
d. air transportation systems

Explain how each of the following affects transportation in Alaska:

a. climatic conditions
b. geography
c. traditional transportation modes of the different cultures
d. international, federal, and state regulations

North American/World Geography and Culture



(A) Indicates advanced competency or task

Competency: **Understand geography and topography**

Tasks:

Explain terms and principles associated with geography and topography such as:

a. mountains
b. coastal geography
c. plateaus
d. plains
e. continental divide
f. deltas
g. islands
h. deserts

Describe the regional areas of the:

a. United States
b. Canada
c. Mexico
d. Caribbean
e. Europe
f. Africa
g. Asia
h. South America
i. Oceania
j. Antarctica

Locate and describe:

a. the major cities/communities in each regional area
b. visitor destinations

Locate unique topographical formations and other land features
Use resources for identifying geography and topography features
Explain how geographic features influenced settlement and development

Competency: **Understand climatic conditions**

Tasks:

Explain terms, principles, and patterns associated with climate of North American and Worldwide regions
Explain how climatic conditions affect lifestyles, vegetation, and development

Competency: **Understand U.S. and World History**

Tasks:

Trace the historical development of:

a. local areas
b. regional areas
c. tourist destinations

Relate foreign influences on North America's development and demographics
Describe different cultures found in regions of the world
(A) Relate foreign influences on national development
(A) Predict social changes which are likely to result from further development (economic, political, cultural)

Competency: **Identify natural resources**

Tasks:

Explain terms, principles, potential, problems, and issues associated with the development of natural resources

Describe the unique features of North American and World regions including:

a. plants, flowers, and trees
b. fish species
c. wildlife species

(A) Explain the issue of development versus conservation

Competency: **Understand characteristics of visitors**

Tasks:

Profile the inbound and outbound traveler by:

a. demographics
b. psychographics

Describe seasonal visitor attractions and activities

(A) Identify cultural differences of domestic and international visitors

(A) Describe the educational aspects of organized travel

Competency: **Understand transportation modes**

Tasks:

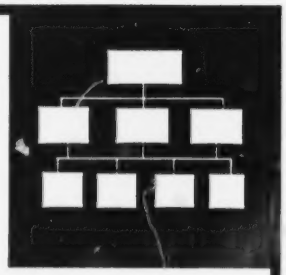
Describe transportation modes for regions in North America and the World

Explain travel patterns to and from various regions in North America and the World

Explain how each of the following affects transportation:

a. climatic conditions
b. geography
c. traditional transportation modes of the different cultures
d. international and federal regulations

Industry Structure



(A) Indicates advanced competency or task

Competency: **Understand tourism industry structure**

Tasks:

Describe the basic components of the tourism industry on an international, national, and regional level including:
- a. direct providers
  - 1. transportation
  - 2. food service
  - 3. lodging
  - 4. travel services
  - 5. retail shops
- b. support services
  - 1. contractual services
  - 2. tour organizers
  - 3. media
  - 4. education

Explain organizations associated with the tourism industry including:
- a. World Tourism Organization (WTO)
- b. Continental Tourism Organizations (ie. European Travel Commission)
- c. Regional Tourism Organizations (Pacific Asia Travel Association)
- d. National Tourism Organization (U.S. Travel Service)
- e. State Divisions of Tourism
- f. Trade Associations (Alaska Visitors Association)
- g. Local Convention and Visitors Bureau
- h. Chamber of Commerce

Identify amusement, recreation, and entertainment industry structure

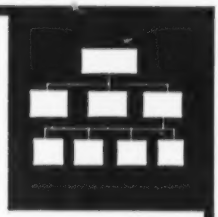
Explain forms of public policy affecting tourism such as:
- a. regulations
- b. legislation
- c. decisions
- d. treaties
- e. decrees

Analyze local community features which make up the destination mix including:
- a. attractions
- b. facilities
- c. infrastructure
- d. hospitality resources

Identify resources available in local community to provide information

Explain roles played by marketing, transportation, communication, and technology in tourism

Analyze travel packages and how they satisfy needs of potential travelers



(A) Competency: **Understand how diplomatic relations effect international tourism**

Tasks:

Explain terms and principles associated with international tourism including:

a. Bermuda Principles
b. Bilateral Agreement
c Consular Convention
d. De facto recognition
e. De jure recognition
f. exit restrictions
g. visa/passport
h. Air Transport Services Agreements

Explain how international agreements are established between countries:

a. diplomatic recognition
b. commercial agreement
c. consular rights and responsibilities
d. visa agreements

Explain how internal government regulations control the movement of foreign tourists:

a. Helsinki Accord
b. Developmental Role of Governments
c. Political influence

Economics

(A) Indicates advanced competency or task

Competency: **Understand principles of economics**

Tasks:

Use resources to gain economic information
Explain the role of:
- a. competition in the American economy
- b. risk and profit in the American economy
- c. the consumer in the American economy

Diagram the flow of products from producer to final sale
(A) Identify the effects of the Gross National Product Index (GNP) on:
- a. Consumers
- b. Business firms
- c. Government

Competency: **Understand economic systems**

Tasks:

Define free enterprise
Explain the major contributers to the Alaska economy
Explain the four types of economies:
- a. Market economies
- b. Direct economies
- c. Traditional economies
- d. Subsistence economies

Relate the importance of tourism to the Alaska economy
Explain why profit is the driving force behind free enterprise
Describe the:
- a. capitalistic economic system
- b. socialistic economic system
- c. the communistic economic system

Define problems common to economic systems
(A) Explain types of business ownership

Competency: **Understand economics of tourism**

Tasks:

Explain economic terms and principles associated with tourism including:
- a. benefit-cost ratio
- b. multiplier effect
- c. cash flow
- d. critical mass
- e. travel deficit
- f. export industry
- g. balance of payment
- h. market saturation
- i. buyers market
- j. opportunity cost
- k. social tourism
- l. perishability
- m. demographic trends
- n. streamlined tourism product
- o. expenditures
- p. leakage
- q. direct effect
- r. host community
- s. secondary effect
- t. supply/demand
- u. quotas
- v. tariffs
- w. import propensity

Describe the distribution of spending by tourists
Explain how certain costs and liabilities of tourism affect public facilities and services such as:
a. immigrant/migrant workers
b. transportation access
c. local roads
d. signs
e. water
f. sewage and trash disposal
g. public safety
Describe the costs and benefits of tourism to an economy/community including:
a. employment benefits
b. income benefits
c. tax revenues
d. visibility
e. cultural benefits
f. social costs
g. clean industry
Explain governmental involvement in tourism industry
Explain the role of:
a. Alaska Department of Commerce and Economic Development, Division of Tourism
b. Alaska Visitors Association
c. Convention and Visitors Bureau
Explain destination maturation and market changes
Apply the principles of supply and demand in determining price
(A) Discuss the role of the foreign trade office

Competency: **Understand basic prerequisites for growth in travel**

Tasks:

Explain terms and principles associated with travel including:
a. destination attraction
b. domestic travel
c. inbound and outbound travel
d. international travel
e. off-season travel
f. visiting friends and relatives
Explain the conditions fostering growth in travel
Explain factors which influenced the early development of travel and tourism:
a. religious
b. health
c. commerce
d. history and the arts
e. adventure
f. fortune
g. politics
h. package tour and mass tourism
i. social tourism
j. sports/athletic activities
Explain the economic importance of world and domestic travel
Describe how tourism affects the balance of payments

Describe expectations surrounding foreign and domestic travel
(A) Analyze forecasts for travel markets

Competency: **Understand how profits and losses affect a business**

Tasks:

Define terms and principles concerning profit and losses
Explain how profits and losses influence employment
Describe the relationship between costs and income
Discuss "cash flow" and its relationship to business operation
Discuss how profits and losses affect:
- a. investments in goods and fixtures
- b. employee job satisfaction and morale
- c. business ethics

Define business risks including:
- a. economic
- b. natural phenomena
- c. human

Identify ways businesses can reduce risks
Explain purpose and types of insurance
Identify insurable risks and uninsurable risks
(A) Utilize mathematics and statistics necessary for basic economic calculations

Competency: **Use ethical business practices**

Tasks:

Explain importance of ethical business practices
Describe legislation affecting ethical business practices
Explain how ethical behavior influences on-the-job conditions
Explain honesty in advertising

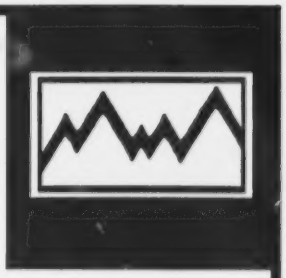
Competency: **Understand international trade**

Tasks:

Explain terms and principles associated with international trade including:
- a. international trade
- b. exchange rate
- c. tariff
- d. quota
- e. import
- f. free trade
- g. protectionalism

Identify Pacific Rim Countries
Assess the role of Pacific Rim countries in international trade
Explain the importance of Pacific Rim trade to Alaska
Explain the relationship between OPEC and Alaska's oil production revenues
(A) Explain the role of documentation in international trade including:
- a. flow of goods
- b. government rules and regulations

Marketing



(A) Indicates advanced competency or task

Competency: **Understand the marketing concept**

Tasks:

Explain terms, principles, and management of marketing including:
- a. advertising
- b. promotion
- c. publicity
- d. sales
- e. perishability
- f. price
- g. product
- h. production

Explain how everyone is a part of marketing
Explain the relationship between economics and marketing
Explain the importance of marketing in business
Explain the role of marketing management such as:
- a. understanding the customer
- b. helping the customer make the best selection
- c. increasing profits

(A) Analyze micro and macro marketing

Competency: **Understand marketing and sales strategies**

Tasks:

Determine customer buying motives
Identify what influences public opinion
Explain the role of management in marketing
Analyze decisions based on market segments
Describe the marketing plan
Identify sales strategies
Develop a sales budget

Competency: **Understand consumer advocacy**

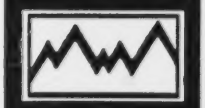
Tasks:

Explain terms and principles associated with consumer awareness
Describe consumer protection laws and agencies
Explain business' responsibility in consumer advocacy

Competency: **Use selling procedures**

Tasks:

Analyze different methods of sales
Relate the importance of product knowledge to customer service
List sources for locating information about product/service for sale
Follow the steps of a sale:
- a. Approach the customer
- b. Greet the customer courteously
- c. Determine the customer's wants and needs



d. Present the merchandise or information on service
e. Identify selling features
f. Identify benefits
g. Use descriptive phrases
h. Involve the customer with the merchandise
i. Use a logical sequence of presentation
j. Handle objections
k. Suggest related items or services or alternatives
l. Close the sale

Discuss the importance of a personal style of salesmanship
Describe additive selling techniques
Discuss conditions of contract

Competency: **Understand travel trends and motivations**

Tasks:

Define terms associated with travel trends and motivations including:
a. demographics
b. psychographics
c. pleasure traveler
d. business traveler

Explain factors influencing pleasure travel including:
a. lifestyle
b. income
c. economics
d. travel as a bargain
e. currency exchange
f. politics and government
g. incentive travel

Describe factors which motivate people to travel including:
a. leisure
b. social contact and trends
c. cultural exchange
d. psychological
e. business
f. cost
g. education

Analyze market segments in the travel industry
Explain the role of marketing research in the travel industry

Competency: **Use marketing techniques for promoting tourism**

Tasks:

Explain factors that are important to successful marketing campaigns
Develop sales tools appropriate for regional, national, and international tourism promotion including:
a. brochures and informational articles
b. advertising
c. publicity and special events
d. public service announcements
e. mail
f. slides, movies, videos
g. travel writers

Explain cooperative marketing
Develop a marketing plan
Develop themes for marketing campaigns

(A) Competency: **Plan and develop tourist destinations**

Tasks:

Explain terms and principles associated with destination development including:

a. allocentric
b. midcentric
c. psychocentric
d. comprehensive master plan
e. cottage industry
f. destination
g. destination development
h. infrastructure
i. superstructure
j. market mix
k. economy
l. value
m. quality
n. image
o. market research
p. supply/demand

Explain the importance of tourism planning and policy
Explain the five A's of successful tourism development:

a. attitude
b. attractions
c. access
d. accommodations
e. advertising

Identify different types of destination attractions
Explain the use of the product life cycle theory
Describe four major stages of development and growth of a destination:

a. inception
b. growth
c. maturity
d. decline

Explain the steps involved in developing a tourism plan in a community:

a. make an assessment
b. evaluate community attitude
c. develop a plan
d. control tourism to community benefit
e. get organized
f. attract the business

(A) Competency: **Understand travel sales distribution systems**

Tasks:

Explain terms and principles of travel sales distribution systems including:

a. single-level sales organization
b. dual-level sales organizations
c. multi-level sales organization
d. one-stage distribution system
e. two-stage distribution system
f. three-stage distribution system
g. four-stage distribution system
h. corporate accounts
i. primary supplier
j. secondary supplier

k. specialty channeler
l. ground operator
m. tour operator
n. tour program
o. yield

Explain how travel sales distribution systems sell travel services

Describe the changes occurring in the sales organization of suppliers

(A) Competency: **Develop promotional materials**

Tasks:

Identify the use of promotional materials in tourism
Use the elements of design
Use different typestyles and graphics
Layout a project
Use different graphic production techniques
Use computerized graphic programs

Communications

Competency: **Understand the communications process**

Tasks: Explain terms and principles of the communications process including:

a. sender
b. message
c. receiver
d. format
e. encoding
f. decoding
g. body language
h. one-way communication
i. two-way communication
j. negotiation
k. miscommunication
l. feedback
m. thesaurus
n. agenda
o. teleconferencing
p. turnaround time
q. jargon
r. listening
s. oral
t. written

Identify difference between verbal and nonverbal communication
Explain how human values affect behavior
Identify factors of human motivation
Analyze different personality traits
Explain common techniques for dealing with difficult situations
Apply business protocol for:

a. introductions
b. confidentiality

Follow verbal and written instructions

Competency: **Use electronic communications**

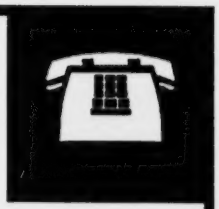
Tasks: Explain terms, principles, and benefits of electronic communications including:

a. data communications
b. teleprocessing
c. local area network
d. modem
e. communications software
f. microwave
g. satellite
h. time-sharing
i. data processing
j. telecommunication
k. facsimile machine
l. interoffice mail
m. electronic mail
n. courier service
o. teletypewriter
p. postage
q. mailgram
r. routing slip
s. word processing
t. teleconferencing

Demonstrate how to:

a. send a telegram
b. send a mailgram
c. telegraph a money order
d. send a personal opinion message to a government official
e. use electronic mail

Explain applications of the microcomputer in tourism/travel related businesses



Use a:
- a. word processing program
- b. spread sheet program
- c. database program

Analyze information

Competency: **Use effective oral communication skills**

Tasks:

Follow steps for preparing presentations
Follow principles for effective speaking
Use proper language, avoid slang and industry jargon
Explain cultural differences in communication styles
Identify communication styles for different audiences

Competency: **Use the telephone**

Tasks:

Explain the importance of the telephone in business
Use telephone equipment including:
- a. PBX (if available)
- b. rotary dial and touch-tone phones
- c. six (or more)-button desk phones
- d. speaker phones
- e. automatic dialers
- f. Alaskan bush telephone systems

Answer the telephone using:
- a. proper business identification and greeting
- b. a cheerful and enthusiastic voice
- c. clear and distinct speech
- d. a pleasant tone and pitch
- e. sufficient volume
- f. conviction and confidence
- g. the proper close

Use proper telephone manners by:
- a. treating every call as important
- b. answering calls promptly
- c. identifying yourself immediately
- d. completing calls promptly
- e. ending positively and appropriately
- f. having pencil and paper ready
- g. saying "thank you" and "you are welcome"

Handle incoming calls by:
- a. answering calls
- b. screening calls
- c. transferring calls
- d. taking messages
- e. monitoring calls on hold
- f. routing messages

Handle sales calls:
- a. address the sales
- b. suggest additional services
- c. repeat information
- d. close the sale

Locate a telephone number using:
- a. a telephone directory
- b. directory assistance (local and long distance)

Follow office procedures for placing long-distance calls considering time differences and rate periods for:
- a. direct distance dialing
- b. station-to-station calls
- c. person-to-person calls
- d. collect calls
- e. conference calls
- f. mobile and marine calls
- g. credit-card calls
- h. overseas calls
- i. toll-free calls
- j. Trident radio phones

Competency: **Prepare effective written communications**

Tasks:
Explain characteristics of standard English for business
Use appropriate and specialized vocabulary
Write in clear sentences using coherence, unity, and emphasis
Compose business letters
Prepare office memoranda
Prepare business reports
Complete forms
Proofread to locate and correct errors in spelling, grammar, and punctuation

Competency: **Use listening skills**

Tasks:
Describe the major purposes of listening
Demonstrate procedures for effective listening
Observe body language

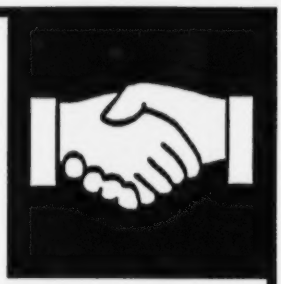
Competency: **Apply reading skills**

Tasks:
Read for fact
Explain ways to improve personal concentration

Competency: **Perform general office duties**

Tasks:
Stock brochure racks
Maintain alphabetic, numeric, and subject filing systems
Use electronic filing systems
Duplicate materials on copy machine
Schedule meetings
Maintain an appointment and calendar system
Process mail
Use general office resources and references

Customer Service



(A) Indicates advanced competency or task

Competency: **Understand customer service**

Tasks:

Explain the role of public relations
Explain importance of good customer service including:
- a. importance to repeat sales
- b. ways of handling problems
- c. compensating for errors
- d. helping with other problems

Describe characteristics of Alaskan tourists
Explain importance and use of service strategies in meeting the needs and wants of customers
Identify aspects of marketing service including:
- a. service intangibility
- b. perceptions of risk
- c. quality control and quality assurance
- d. seasonality of business
- e. balancing supply and demand

Identify differences between customer service roles in different service areas, ie. accommodations vs. visitor center
Trace development of service in the tourism industry

Competency: **Perform customer services**

Tasks:

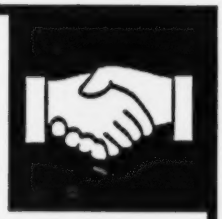
Know your product and service
Use positive approaches
Show a genuine interest
Solve special problems and needs
Follow business etiquette
Use procedures for dealing with customer inquiries such as:
- a. questioning strategies
- b. providing necessary materials
- c. directing customer to appropriate sources

Use sales techniques

Competency: **Handle difficult situations**

Tasks:

Assess the situation
Acknowledge the customer
Maintain courtesy
Empathize with customer
Follow company procedures



Competency: **Perform safety/security and sanitation functions**

Tasks:
Observe and report hazardous conditions
Assist accident victims
Respond to medical emergency
Apply first aid
Assist in maintaining establishment security
Respond to fire emergency
Maintain a safe visitor environment
(A) Conduct property inspection
(A) Use CPR techniques
(A) Investigate accidents and disturbances
(A) Prepare accident reports
(A) Develop security and safety policies and procedures
(A) Investigate reports of theft
(A) Inspect facility for compliance with health/sanitation laws

Competency: **Handle money**

Tasks:
Follow procedures for:
a. cash
b. checks
c. credit cards
d. vouchers
e. refunds

Perform cash register duties:
a. prepare cash drawer
b. change cash register receipt tape
c. fill out cash register summary sheet
d. calculate unit price of multiple-priced items
e. correct cash register errors
f. process cash refunds
g. make change

(A) Competency: **Follow laws relating to the tourism industry**

Tasks:
Explain legal rights of customers and service providers
Identify liabilities of service providers
Explain wage and hour laws
Describe laws affecting hiring practices
Identify labor relations laws
Follow public health and safety laws
Explain license and beverage regulations

Employability Skills

Competency: **Make career choices**

Tasks:

Conduct a self-assessment:
- a. assess values in relation to work
- b. recognize skills and aptitudes
- c. assess employment history and experience
- d. describe obstacles to employment
- e. use Alaska Career Information System and other career counseling systems and publications

Identify career clusters:
- a. list specific jobs and duties within clusters
- b. describe apprenticeship/training programs
- c. describe advanced training opportunities

Use labor market information:
- a. describe the current local labor market
- b. identify growth/demand occupations
- c. relate career choices to local labor market

Select a career goal:
- a. list how skills could be used in other jobs
- b. develop specific steps to reach goal

Competency: **Evaluate jobs in the tourism industry**

Tasks:

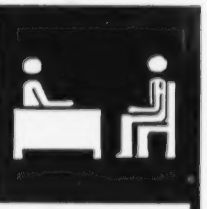
Identify educational and occupational opportunities such as:
- a. adult, postsecondary vocational training
- b. federal, state, and local funding

Locate resources for finding employment

Confer with prospective employers

Explain the work of tourism jobs including:
- a. reservation clerk
- b. airline agent
- c. flight attendant
- d. general clerk
- e. desk clerk
- f. travel agent
- g. tour guide
- h. food service assistant
- i. railroad personnel
- j. bus driver
- k. host/hostess
- l. housekeeper
- m. waitress/waiter
- n. visitor information specialist/aide
- o. expeditor-meeters/greeters
- p. sales representative
- aa. teletype operator
- bb. radio operator
- cc. ticket sales agent
- dd. tour sales agent
- ee. passenger service
- ff. ramp agent
- gg. information clerk
- hh. third mate
- ii. canoe guide
- jj. tour escort
- kk. entertainer
- ll. operations clerk
- mm. recreation assistant
- nn. car rental agent
- oo. advertising assist.
- pp. paste-up artist
- qq. marketing assistant

q. store clerk
r. porters
s. deckhands
t. boathands
u. counter personnel
v. dispatcher
w. parking attendant
x. restaurant cook
y. bus person
z. dishwasher
rr. air frght attendant
ss. bell hop/baggage
tt. kitchen helper
uu. short order cook
vv. groundskeeper
ww. recreation aide
xx. wilderness guide
yy. naturalist
zz. ticket taker/usher



Competency: **Prepare a resume and job application**

Tasks:
Obtain a social security number
List:
a. past and present work experience
b. hobbies and interests
c. community activities or memberships
d. in-school activities or memberships
e. awards, positions, or club offices
f. adult references, including addresses and phone numbers
Obtain extra copies
Read job applications carefully
Follow instructions
Complete all items accurately
Write legibly
Use a word processer/typewriter
Verify references before listing them

Competency: **Write a cover letter**

Tasks:
Explain when and how to write a cover letter
Explain what a writing sample tells a potential employer
List the things the cover letter must include

Competency: **Prepare for an interview**

Tasks:
Contact an employer to schedule an interview
Describe questions and responses asked in an interview
Use proper etiquette for an interview
Dress appropriately for an interview

Competency: **Follow up the interview**

Tasks:
Analyze the interview
Write a thank-you note or make a follow-up call

Competency: **Dress appropriately on the job**

Tasks:
Identify proper attire for tourism jobs
Be neat and clean

Competency: **Manage personal responsibilities related to employment**

Tasks:
Secure adequate transportation
Identify adequate child care alternatives
Secure appropriate child care
Use independent living skills
Develop a personal finance plan

Competency: **Maintain a business-like image**

Tasks:
Demonstrate knowledge of company products and services
Exhibit positive behavior
Read current job-related publications
Promote employer's company image and purpose
Maintain relationships with trade, civic, and professional organizations

Competency: **Maintain good health for effective job performance**

Tasks:
Exercise regularly
Eat properly
Get adequate rest
Explain the issue of smoking on the job
Refrain from drug abuse
Identify the hazards of job-related infectious diseases and how to avoid them

Competency: **Work safely**

Tasks:
Comply with safety and health rules
Use tools and equipment properly
Use emergency and fire safety equipment properly
Use appropriate action during emergencies
Maintain clean and orderly work area
Apply first aid
Apply CPR
Recognize your role and the benefit of maintaining a safe and healthy environment

Competency: **Understand employee rights and responsibilities**

Tasks:
Explain state labor laws relating to compensation
Complete tax forms
Describe:
a. minimum wage and types of exempt businesses
c. employee benefits, rights, and responsibilities
d. labor contracts, grievance procedures, and the role of unions
Describe a sample personnel policy

Competency: **Attain work maturity**

Tasks:

Describe the importance of openness to new situations
Demonstrate characteristics of the mature person:

a. self-acceptance
b. consideration and respect for others
c. self-control
d. positive thinking and attitudes
e. flexibility
f. initiative

Maintain good work relationships
Differentiate between personal and job-related problems
Follow orderly and systematic work behavior
Be punctual

Competency: **Make effective decisions**

Tasks:

Explain the importance of having a method for analyzing and solving problems
Use the problem-solving process:

a. identify problems
b. obtain information
c. analyze problems
d. develop and analyze alternative solutions
e. choose a course of action
f. persevere through hardships
g. recognize and change otherwise unworkable solutions

List objectives for completion of a task
Arrange objectives in a sequence
Establish timeline for completing objectives

Competency: **Demonstrate initiative and productivity**

Tasks:

Organize time effectively
Be responsible
Care about the quality of work
Complete assignments in accurate and timely manner
Handle pressures and tensions
Set priorities

Competency: **Be assertive**

Tasks:

Differentiate between assertive, aggressive, and passive behavior
Discuss whom to go to for employee problems

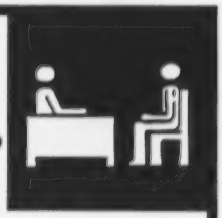
Competency: **Be honest**

Tasks:

Define honesty and integrity
Explain how to deal with theft and dishonesty
Relate employee integrity to overall company performance

Competency:	**Be reliable and dependable**
Tasks:	Maintain acceptable attendance records Be on time Give timely notice of interruptions to work schedule Follow rules and regulations of work site or training site Follow directions
Competency:	**Maintain good personal relations**
Tasks:	Use positive attitudes with others Accept supervision and criticism Cooperate with others Accept the chain of command Follow course of action to bring problems to attention of management Identify common on-the-job co-worker problems Control emotions Assume responsibility for own decisions and actions Exhibit pride and loyalty
Competency:	**Follow verbal and written directions**
Tasks:	Ask for clarification Use listening skills Review situations of poor communications Read directions
Competency:	**Use proper job resignation procedures**
Tasks:	Write a letter of resignation Make final settlements (in regards to retirement, physical injury, social security, severance pay, etc.)
Competency:	**Use leadership skills**
Tasks:	Describe the Distributive Education Clubs of America (DECA) and how it promotes leadership skills: a. participate in meetings according to rules of parliamentary procedure b. function effectively on committees by accepting assigned responsibilities c. plan and conduct group leadership activities d. participate in society in a democratic way e. be punctual and dependable f. follow rules, standards and policies g. work cooperatively with others Explain importance of self-esteem Practice eye contact Use a firm handshake Use presentation skills Use communications skills Participate in leadership activities

Competency: **Evaluate personal traits in relationship to self-employment**



Tasks:

Explain terms and principles associated with entrepreneurship
Describe the role of self-employment in the free enterprise system
Identify types of business organizations including:
- a. sole proprietorship
- b. limited partnership
- c. partnership
- d. corporation

Identify personal traits necessary for self-employment
Identify risks and rewards of starting a new business
Identify the role small businesses have played in job creation and new products and services
Identify the steps for establishing a business
Explain the importance of developing a business plan
Locate information and assistance on starting a small business

Travel Planning Services

(A) Indicates advanced competency or task

Competency: **Understand modes of travel**

Tasks:

Explain terms and principles associated with transportation modes and travel planning services including:

a. cargoliner/freighter
b. cruise ships
c. fly/cruise
d. passenger ships
e. stopover privileges
f. charter coach operators
g. fly/drive packages
h. affinity charter
i. yield
j. guarantee
k. charter air carrier
l. hub and spoke concept
m. load factor
n. tour flow
o. private charter
p. public charter
q. revenue passenger mile
r. car rental
s. tiered pricing

List types of travel and common carriers including:

a. air
b. motorcoach
c. cruise line
d. ferry
e. rent-a-car/camper/motorhome/boat
f. railroad

Explain major segments of the cruise market including:

a. passenger ships
b. freighter/cargoliner
c. charter yacht and sailing excursions
d. sales strategies

Explain components and operations of land transportation including:

a. private vehicles
b. railroad
c. rental cars/recreational vehicles
d. motorcoach
e. ground transportation

Explain importance of safety awareness in transportation

Compare travel methods by:

a. cost
b. speed
c. convenience

Explain importance of on-time performance

Explain role of transportation, travel, and tourism relating to:

a. balance of trade
b. international cooperation

Explain forces affecting future air transportation industry including:

a. deregulation
b. new aircraft and technology
c. petroleum availability

d. internationalization of tourism
e. unsafe conditions

Define laws, regulations, and agencies governing transportation such as:

a. Jones Act
b. Department of Transportation
c. Coast Guard
d. Interstate Commerce Commission
e. Airline Deregulation Act
f. International Air Transport Association
g. Federal Aviation Act
h. Multinational Interline Traffic Agreements
i. Airline Reporting Corporation
j. International Civil Aviation Organization

Competency: **Use transportation and travel planning resources**

Tasks:

Use tourism publications including:

a. The Travel Agent
b. Exclusive Guide to Commissions
c. Travel Weekly
d. Travel Age West
e. Meetings and Conventions
f. Travel Trade
g. This Week in Travel
h. Travel Agent Bulletin
i. ARC Industry Agent's Handbook

Use travel planning resources including:

a. Fielding's Worldwide Guide to Cruises
b. Ford's Freighter Travel Guide
c. Official Steamship Guide International
d. Worldwide Cruise and Shipline Guide
e. Alaska Marine Highway Schedule
f. Cruiseline International Association publication
g. Milepost
h AMTRAK Tour Manual
i. Thomas Cook Timetable
j. North American Official Airline Guide (NAOAG)
k. tariffs
l. Worldwide Edition Official Airline Guide (WEOAG)
m. Consolidated Air Tour Manual
n. Jax Fax
o. OAG North American Travel Planner
p. OAG European Travel Planner
q. OAG Asian Travel Planner
r. Official Hotel and Resort Guide (OHRG)
s. Hotel and Travel Index
t. AHMA Red Book
u. Greyhound World Tour Guide
v. Worldwide Tour Guide
w. Alaska Travel Planner
x. The STAR Service

y. Standard Interline Passenger Procedures (SIPP)
z. tourist and visitor information boards
aa. brochures and travel literature

Competency: **Understand travel agency operations**

Tasks:

Identify terms, principles, and organizations associated with travel agency operations including:

a. affinity/noninfinity groups
b. itinerary
c. Cruise Line International Association (CLIA)
d. American Society of Travel Agents (ASTA)
e. booking
f. discounts
g. disclaimer
h. familiarization trip
i. graduated rate schedule
j. incentive company
k. foreign/domestic escorted tour
l. certified travel consultant (CTC)
m. foreign/domestic independent tour
n. Airline Reporting Corp. (ARC)
o. Institute of Certified Travel Agents (ICTA)
p. brokers
q. overrides
r. packages
s. tour desk
t. teleticketing
u. ticket stock
v. tariff
w. fare
x. wholesalers
y. deposit
z. independent tour
aa. prepayment
bb. travelers insurance
cc. group inclusive tour
dd. retailers
ee. foreign escorted tour

Summarize the historical development of travel agencies
Describe management structure of travel agencies
Describe operations structure of travel agencies
Identify types of travel:

a. personal
b. business
c. vacation
d. special interest
e. incentive
f. individual and group
g. convention
h. sports

Identify types of travel agencies:

a. vacation and leisure agencies
b. commerical/corporate agencies
c. group/incentive agencies

Competency: **Perform travel agency functions**

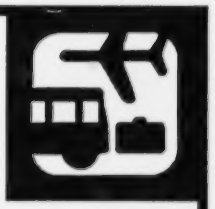
Tasks:

Promote travel agency services
Maintain travel literature files by:

a. area
b. special interest tours and information
c. carriers and other services

(A) Identify procedures in opening a travel agency
(A) Prepare a weekly ARC report

Competency: **Understand airline operations**



Tasks:

Explain terms and principles of airline operations including:

a. destination city
b. origin city
c. direct flight
d. connecting flight
e. minimum connecting time
f. frequency codes
g. stopover
h. Airline Reporting Corporation (ARC)
i. confirmed reservation
j. PNR
k. connecting flight
l. CRT
m. density
n. commercial aviation
o. waitlist
p. involuntary rerouting
q. fixed and rotary wing aircraft
r. free sale agreement
s. payload
t. load factor
u. interline connection
v. specialized desks
w. reservation
x. air fares
y. protecting
z. quick reference
aa. table
bb. hub and spoke system
cc. schedules/timetable
dd. general aviation
ee. free sale agreement
ff. reservations center
gg. station
hh. denied boarding compensation
ii. gateway airport
jj. itinerary

Trace historical development of airline industry
Describe management structure of airline industry
Describe the operations structure of airlines
Identify types of airlines such as:

a. international
b. national
c. regional
d. commuters/air taxi

Explain airline promotion techniques

Competency: **Understand other travel services**

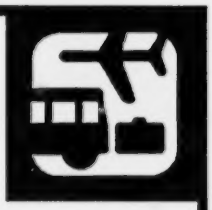
Tasks:

Explain terms, principles, and organizations associated with travel industry services including:

a. tour companies
b. rental cars/recreational vehicles
c. cruise lines
d. rail
e. government agencies
f. attractions
g. entrepreneurs
h. motorcoach

Trace history and development of other travel services
Describe management structure of other travel services
Describe operations structure of other travel services
Explain service promotion techniques

Competency: **Make reservations**



Tasks:

Explain terms and principles associated with making transportation and related services reservations including:

a. blocked space
b. option date
c. room types
d. waitlist
e. berthing configurations
f. port of debarkation
g. port of embarkation
h. ports of call
i. upgrades
j. fares
k. transfers
l. meeting services
m. guarantees
n. computerized systems
o. frequent flyer plans

Determine customer needs

Use automated or nonautomated reservation facilities:

a. telephone, toll-free numbers
b. computer systems
c. letter
d. standard forms

Identify information included in itinerary:

a. transportation mode(s)
b. accommodations
c. related services

Follow steps for making transportation and related services reservations:

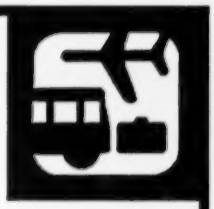
a. use appropriate manuals and resources to plan itinerary
b. contact reservations offices of carriers or services involved
c. identify costs and deposits required
d. reserve services
e. choose alternates when needed
f. complete reservation card
g. update PNR on computer
h. reconfirm reservations
i. request written confirmations

Provide travel information to carriers/service providers identifying:

a. number of seats required
b. class of service
c. accommodations required
d. travel itinerary
e. client name(s), and children's names/ages
f. client(s) home and business telephone numbers/address
g. special services required, ie. type of rental car, handicap needs, insurance coverage, meal plan
h. agency ATC/IATA number

Explain standard features found in tour packages:

a. independent
b. escorted
c. validity dates
d. gateway city
e. name of tour operator
f. what's included in tour
g. price
h. hotels



(A) Plan group tours covering:
- a. routing
- b. activities and tours
- c. time distribution
- d. accommodations
- e. transportation
- f. transfers
- g. meals

Competency: **Determine air fares**

Tasks:

Explain terms and principles associated with air fares including:
- a. class of service
- b. fare types
- c. ticketing and travel restrictions
- d. capacity control
- e. min/max stay requirements
- g. stopovers
- h. seasonality
- i. one way
- j. round trip
- k. circle trip
- l. open jaw
- m. abbreviations
- n. city codes
- o. direct fare
- p. local fare
- q. through fare
- r. joint fare

Use sources of fare information and rules:
- a. computer reservation systems
- b. tariffs
- c. information secured directly from airlines and other service providers

Compute air transportation taxes and charges

(A) Identify differences between determining domestic and international fares

Competency: **Write airline tickets**

Tasks:

Explain terms and principles associated with writing tickets including:
- a. universal credit card charge form
- b. cash refund notice
- c. standard tickets
- d. credit card refund notice
- e. tour order
- f. Miscellaneous Charges Order (MCO)
- g. Prepaid Ticket Advice (PTA)
- h. transitional tickets
- i. automated ticket/boarding pass
- j. primary codes
- k. secondary codes
- l. discount codes
- m. ticket exchange notice
- n. conjunction ticket
- o. auditor's coupon
- p. agent's coupon
- q. flight coupon
- r. passenger's coupon
- s. accountable tickets

Use resources needed to complete standard ticket:
- a. ticket booklet
- b. ticket imprinter/validator
- c. agency identification plate
- d. airline identification plate

Follow procedures for ticketing

Check for common ticketing errors

Follow procedures for baggage acceptance and ticketing

Select passenger seat

Process ticket payments, refunds, and exchanges
(A) Write international tickets
(A) Reissue tickets

Competency: **Write other travel service tickets**

Tasks:

Explain terms and principles associated with other travel service ticketing including:
- a. voucher
- b. contract
- c. confirmation slips
- d. deposits
- e. add ons
- f. passports
- g. berth/cabin
- h. stateroom

Use resources needed to prepare tickets
Follow procedures for specific services
Check for common ticketing errors
Process ticket payments, refunds, and exchanges

Competency: **Finalize travel sales arrangements**

Tasks:

Assist customer with additional travel-related information including:
- a. documentation required for foreign travel
- b. clothing packing information
- c. health requirements
- d. customs information
- e. currency regulations
- f. tipping requirements
- g. travelers checks
- h. insurance
- i. electrical conversion
- j. baggage checking
- k. seat selection
- l. handling travel documents with care

Deliver travel documents:
- a. identify where and when to deliver travel documents
- b. determine if payments need to be picked up
- c. identify agency and client when delivering documents

Accommodations

(A) Indicates advanced competency or task

Competency: **Understand structure of accommodations and lodging Industry**

Tasks:

Explain terms and principles of accommodations and lodging industry including:

a. rates
b. parlor
c. break-even point
d. cabana
e. pre-registration
f. occupancy rate
g. resort condo
h. confirmed reservation
i. right-to-use
j. attractive nuisance doctrine
k. run-of-the-house
l. variable cost
m. deposit
n. no show
o. health tourism
p. double
q. suite
r. time sharing
s. twin
t. fixed cost
u. overbooking
v. pension
w. franchise
x. franchisee
y. franchisor
z. guaranteed
aa. health spa
bb. studio
cc. hotel garni
dd. tourist hotel
ee. lanai
ff. management
gg. first-class hotel
hh. economy hotel
ii. deluxe hotel
jj. duplex
kk. single occupancy

Explain different types of accommodations in Alaska including:

a. bed and breakfasts
b. hotel/motels
c. wilderness lodges/fishing
d. camping facility/RV Parks
e. resorts
f. hostels

Explain hotel ratings and classifications

Describe the management structure of small/medium/large properties

Describe operations structure of small/medium/large properties

Describe differences between chains and franchises

Summarize the development of the lodging industry

Explain relationship between lodging and transportation industry

Explain pricing practices for:

a. tours and groups
b. airline employees
c. families
d. travel agents
e. convention attendees
f. weekend guests
g. clergy, military, diplomats, and other professionals

h. commercial travelers
i. senior citizens
j. airline employees
k. government employees

Describe obligations of accommodations management to its customers including:
a. providing for ultimate comfort of guests
b. clean and sanitary conditions
c. best security and safety possible
d. proper employee training

Explain front of the house operations:
a. room administration
b. housekeeping
c. food and beverage service
d. marketing/sales

Explain back of the house operations:
a. security
b. engineering/maintenance
c. personnel
d. accounting

Explain common lodging plans:
a. European/Continental Plan
b. American Plan
c. Modified American Plan

(A) Identify regulations and laws governing the accommodations and lodging industry including licensing and regulations

(A) Identify federal and state taxes affecting accommodations and lodging

(A) Identify pricing practices for meals

(A) Identify sales and marketing department functions:
a. sales planning, policies, budgets
b. coordination and cooperation
c. research
d. selling
e. training
f. advertising

Competency: **Follow sanitation and safety procedures**

Tasks:

Explain terms and principles relating to sanitation and safety procedures for:
a. fire procedures
b. cleaning products
c. kitchen requirements

List health and safety regulations

List OSHA regulations relating to sanitation and safety procedures

Competency: **Follow front desk procedures**

Tasks:

Explain terms and principles relating to front desk procedures including:
a. journal
b. ledger
c. folio
d. room rack
e. CRT
f. switchboard
g. concierge
h. bell person

Explain procedures for:

a. reservations
b. registration/check in
c. mail, key, and information services
d. lobby services
e. inhouse services
f. check out
g. safety and security

Review daily housekeeping report

Cross check housekeeping report with room rack

Prepare daily cash report

Perform night audit functions:

a. post daily room rate, taxes, telephone charges to room folios
b. post hotel services to folios
c. make sure charges split for multiple guests
d. show advanced payments and room deposits as credits
e. process all folios
f. process and post city ledger accounts
g. verify department vouchers and balance totals
h. prepare final audit and balances as required by management
i. prepare weekly and monthly audit reports as required

Competency: **Process reservations**

Tasks:

Explain terms and principles relating to processing reservations including:

a. CRT
b. teletype
c. room block
d. room log
e. confirmation
f. cancellation
g. overbooking
h. coding
i. walkout/skipper
j. advance deposits
k. reservations control
l. occupancy forecast
m. blocking system
n. rate
o. travel wholesaler
p. departure
q. understay
r. overstay
s. guest history
t. registration records

Make reservations using:

a. airline computers
b. centralized hotel reservation systems
c. hotel representatives
d. direct contact
e. tour package arrangements

Maintain reservation information including:

a. client name
b. number of people
c. city
d. location
e. arrival/departure dates
f. number of nights required
g. type of room
h. grade of accommodation
i. expected arrival time

j. how client will guarantee: deposit, credit card, company name
k. special requests: meal plans, room needs

Describe types of reservations including:

a. regular
b. late arrival
c. special attention
d. conventions
e. travel industry
f. reservations reqretted

Perform procedures for processing reservations including:

a. receiving
b. acknowledging
c. preparing correspondence and reports
d. filing
e. confirming
f. updating

(A) Prepare and process commission payments

Competency: **Follow food and beverage operating procedures**

Tasks:

Explain terms and principles relating to food and beverage operating procedures including:

a. food production
b. food service
c. bar
d. cocktail lounge
e. central dispensing area
f. room service
g. catering
h. quality

Explain importance of food service industry to travel and accommodations industry

Identify factors affecting quality food service operations including:

a. good environment
b. friendly service
c. food and beverage
d. perceived value
e. good management controls

Follow safety and sanitation procedures

List regulations governing food and beverage services

Perform procedures for food service including:

a. set up
b. orders
c. food preparation
d. food presentation
e. payment
f. clean up and maintenance

Competency: **Follow housekeeping procedures**

Tasks:

Explain terms and principles of housekeeping services including:
- a. executive housekeeper
- b. linen
- c. laundry
- d. amenities
- e. janitorial supplies
- f. quality control

Explain responsibilities of housekeeping services

Perform procedures for housekeeping including:
- a. entering rooms and public areas
- b. cleaning rooms and public areas
- c. making up rooms and public areas
- d. handling special requests
- e. inventory control
- f. lost and found
- g. laundry
- h. linens
- i. equipment and maintenance

(A) Prepare daily guest room assignment and status report

Competency: **Understand back-of-the-house operations**

Tasks:

Explain terms and principles associated with back of the house procedures for:
- a. reservations
- b. accounting
- c. PBX
- d. maintenance
- e. housecleaning
- f. laundry
- g. room service
- h. security

Describe back-of-the-house operations for small/medium/large properties

Explain personnel functions such as:
- a. recruitment, selection, placement
- b. job evaluation
- c. employee benefits

List clerical duties for back-of-the-house operations

(A) Follow a guest from check-in to payment

(A) Perform accounting functions such as:
- a. income accounting
- b. expense accounting
- c. payroll accounting
- d. financial reporting

International Tourism

(A) Indicates advanced competency or task

Competency: **Understand the nature and scope of International tourism**

Tasks:

Explain terms and principles associated with international tourism including:
- a. cultural impact
- b. viability
- c. competition
- d. international transport networks
- e. world market
- f. global market

Explain special needs of the international traveler such as:
- a. food/menu translation
- b. currency exchange
- c. signage/symbols
- d. health care
- e. accommodations
- f. transportation services

Explain characteristics of the international traveler including:
- a. demographics
- b. psychographics
- c. expectations

Explain importance of quality visitor sites to the international traveler

Assess how international tourism influences Alaska's tourism development including:
- a. foreign trade
- b. educational
- c. economics
- d. cultural awareness
- e. environmental
- f. legislation

Describe:
- a. how Pacific Rim influences Alaska's tourism development
- b. global/international standards
- c. importance of knowing a second language

(A) Explain world market implications of international tourism including:
- a. distribution systems
- b. balance of trade
- c. relationship with overseas operators

IV
Course Descriptions

Course Descriptions

These brief course descriptions provide a conceptual framework for the design and implementation of a balanced program in tourism education. Teachers can use these descriptions to organize course offerings in tourism. These descriptions are examples of content organization and are too brief for purposes of program approval. Local schools will need to be provide more definition regarding the content of their courses than is reflected in these course descriptions.

Course: Tourism I
Length: One semester or year
Grades: 11-12

This course provides introductory knowledge and basic skills in the tourism industry. This course covers Alaskan Studies, North American/World Geography and Culture, Industry Structure, Economics, Marketing, Communications, Customer Service, Employability Skills, Travel Planning Services, Accommodations, and International Tourism. Students must successfully complete Tourism I before they can participate in Tourism II.

Course: Tourism II
Length: One semester or year
Grades: 11-12

This course provides students with advanced knowledge or training in the tourism industry. This course builds upon Tourism I and provides students with an opportunity to apply Tourism I competencies by working directly in the industry or advanced study.

V
Curriculum Analysis Matrices

Curriculum Analysis Matrices

Identified Competencies by Course Offerings

This competency checklist should be used by teachers in identifying competencies to be included in specific classes in tourism education. This checklist is a curriculum analysis tool for use by teachers in assigning responsibilities for the competencies of a total tourism education program.

All courses taught in the tourism education program are identified in the columns at the top of the matrix. The individual competencies can be allocated to specific courses. One method for analyzing the competency list is to assign letters where the competency will be introduced (I), taught (T), or mastered (M). Curriculum sequences can be organized through this approach.

To assist tourism teachers to reinforce basic skills instruction, competencies have been cross-referenced with the following academic areas:

Math (M)	Science (S)
Social Studies (SS)	Language Arts (LA)

This will assist local school districts in awarding cross-credit (academic credit) for participation in vocational classes they deem appropriate.

The following checklists are also cross-referenced with the Job Training Partnership Act pre-employment competencies and student leadership competencies. The Job Training Partnership Act provides funds to train economically disadvantaged youth to enter and succeed in employment. Each Private Industry Council responsible for administering these funds adopted youth pre-employment competencies as one of the measures for positive termination for program participants. The other measures are attained through unsubsidized employment, or through another training program.

The following categories of work-related knowledge must be evaluated and measured in the course of a participant's enrollment in a JTPA program:

1. Pre-Employment Competencies, which require the participant to demonstrate the skills and knowledge necessary to identify career objectives, seek and obtain employment and understand job performance.

2. Work Maturity Competencies, which require the participant to demonstrate the ability to apply skills in a training position.

3. Educational Skills Competencies, which require the participant to demonstrate basic computation and communication skills necessary to enter the labor market.

4. Occupational Skills Competencies, which require the participant demonstrate proficiency in those skills necessary to maintain employment in a specific occupation or occupational cluster.

The pre-employment and work maturity competencies have been specifically cross-referenced in this curriculum so that tourism instructors could specify where these competencies are integrated into the curriculum.

Student leadership programs are designed to be an integral part of the curriculum. The competencies are reinforced by student participation in approved student organizations such as Distributive Education Clubs of America. The student leadership competencies have been cross-referenced in this handbook to assist the tourism instructor in identifying specifically where these competencies will be taught.

Distributive Education Clubs of America

Distributive Education Clubs of America (DECA) is an organization whose program of leadership, personal development, and career encouragement is designed specifically for students enrolled in marketing, merchandising, and managment studies.

DECA activities focus on four themes, symbolized by the four points of the group's diamond-shaped emblem:

Vocational Understanding
DECA members are well prepared to take their places in the business world. They acquire first-hand knowledge of merchandising, management, and the opportunities available in their chosen careers.

Civic Consciousness
Students learn to recognize their obligations to the communities in which they live by studying local needs and planning community betterment.

Social Intelligence
Through social events, DECA members are given opportunities to develop the attitudes and behaviors necessary in our society. Additionally, they become aware of their social environment and the need for cooperative effort among all elements of society.

Leadership Development
DECA activities give students opportunities to participate in many activities designed to teach them to be a leader and also a follower.

The national organization, headquartered in Reston, Virginia, was established in 1946. Today it has about 5,000 chapters with some 17,000 members-including high school, college, and professional people.

KEY	
M	Math
S	Science
LA	Language Arts
SS	Social Studies
*	Pre-Employment Competencies
+	Student Leadership Competencies

Recommended Competencies by Course Offerings

	Competencies	Tourism I	Tourism II			
	Alaskan Studies					
S SS	Understand geography and topography of Alaska					
S	Understand climatic conditions in Alaska					
SS	Understand Alaskan history					
SS	Understand cultural differences in Alaska					
S SS	Understand Alaska's natural resources					
SS	Understand characteristics of visitors to Alaska					
SS	Understand transportation modes in Alaska					
	North American/World Geography and Culture					
S SS	Understand geography and topography					
S	Understand climatic conditions					
SS	Understand U.S. and World History					
S SS	Identify natural resources					
SS	Understand characteristics of visitors					
SS	Understand transportation modes					
	Industry Structure					
SS	Understand tourism industry structure					
SS	(A) Understand how diplomatic relations effect international tourism					
	Economics					
SS	Understand principles of economics					
SS	Understand economic systems					
SS	Understand economics of tourism					

Recommended Competencies by Course Offerings

	Competencies	Tourism I	Tourism II			
SS	Understand basic prerequisites for growth in travel					
SS	Understand how profits and losses affect a business					
SS	Use ethical business practices					
SS	Understand international trade					
	Marketing					
SS	Understand the marketing concept					
SS	Understand marketing and sales strategies					
SS	Understand consumer advocacy					
LA	Use selling procedures					
SS	Understand travel trends and motivations					
LA SS	Use marketing techniques for promoting tourism					
SS	(A) Plan and develop tourist destinations					
SS	(A) Understand travel sales distribution systems					
LA	(A) Develop promotional materials					
	Communications					
LA	Understand the communications process					
LA	Use electronic communications					
LA	Apply effective oral communication skills					
LA	Use the telephone					
LA	Prepare effective written communications					
LA	Use listening skills					
LA	Apply reading skills					

Recommended Competencies by Course Offerings

Competencies		Tourism I	Tourism II			
LA	Perform general office duties					
	Customer Service					
SS	Understand customer service					
LA SS	Perform customer services					
LA SS	Handle difficult situations					
S SS	Perform safety/security and sanitation functions					
M	Handle money					
SS	(A) Follow laws relating to the tourism industry					
	Employability Skills					
• + LA	Make career choices					
SS • LA +	Evaluate jobs in the tourism industry					
• + LA	Prepare a resume and job application					
• + LA	Write a cover letter					
• + LA	Prepare for an interview					
• LA	Follow up an interview					
• +	Dress appropriately on the job					
•	Manage personal responsibilities related to employment					
LA	Maintain a business-like image					
• S	Maintain good health for effective job performance					
LA SS	Work safely					
• +	Understand employee rights and responsibilities					
• + LA	Attain work maturity					

Recommended Competencies by Course Offerings

	Competencies	Tourism I	Tourism II			
• LA +	Make effective decisions					
• +	Demonstrate initiative and productivity					
• +	Be assertive					
• +	Be honest					
• +	Be reliable and dependable					
• +	Maintain good personal relations					
• + LA	Follow verbal and written directions					
• LA	Use proper job resignation procedures					
• +	Use leadership skills					
LA SS	Evaluate personal traits in relationship to self-employment					
	Travel Planning Services					
SS	Understand modes of travel					
LA	Use transportation and travel planning resources					
SS	Understand travel agency operations					
LA	Perform travel agency functions					
SS	Understand airline operations					
SS	Understand other travel services					
LA	Make reservations					
M LA	Determine air fares					
M LA	Write airline tickets					
M LA	Write other travel service tickets					
LA	Finalize travel sales arrangements					

Recommended Competencies by Course Offerings

	Competencies	Tourism I	Tourism II			
	Accommodations					
SS	Understand structure of accommodations and lodging industry					
S SS	Follow sanitation and safety procedures					
M LA SS	Follow front desk procedures					
LA	Process reservations					
M LA SS	Follow food and beverage operating procedures					
LA SS	Follow housekeeping procedures					
LA SS	Understand back-of-the house operations					
	International Tourism					
SS	Understand the nature and scope of international tourism					

VI
Sample Skills Card

Sample Skills Card

This section of the guide provides teachers with an example of an instrument for evaluating the effectiveness of instruction. The skills record allows teachers to assess competency at four levels of proficiency. Teachers are encouraged to construct their own skills performance record using the competency lists in the curriculum section of this guide.

Instructions for Use

The list of vocational skills/traits was developed from a task analysis of a tourism competency.

Level	Code Key
1	Introductory Level: Can do simple parts of task. Needs to be told/shown how to do most of the task. Needs extremely close supervision.
2	Minimum Level: Can do most parts of the task. Needs help only with most difficult parts. Needs close supervision.
3	Average Level: Can do all parts of task. Needs only spot-check of completed work. Meets local demands for speed and accuracy. Needs moderate job entry supervision.
4	Proficiency Level: Can complete task quickly and accurately. Can direct others in how to do the task. Needs little supervision.

Directions: The instructor/employer may write, date and initial in appropriate square.

Respond to difficult situations

1	2	3	4	
				Acknowledge the situation
				Acknowledge the customer
				Maintain courtesy
				Empathize
				Follow company procedures

Comments:

VII
Suggested Resources

Suggested Resources

This section identifies specific resources and sources for finding instructional materials and supplies for tourism education.

The following source lists have been characterized by media type to facilitate teacher use: resource libraries, publishers of texts and instructional materials, state resources, associations, periodicals, special books/ pamphlets, and media.

The Alaska Department of Education has not formally reviewed nor approved all the resources listed in this section. Teachers are encouraged to preview materials before using them in the classroom.

Resource Libraries

Alaska Vocational Materials Library
Office of Adult and Vocational Education
Alaska Department of Education
PO Box F
Juneau, Alaska 99811
(907) 465-2980

- Business Education Curriculum
- Business Education Resources
- Choices & Challenges: A Young Man's and Teen Woman's Journal for Self-Awareness and Personal Planning
- Cooperative Education and On-The-Job Training Handbook
- Food Service Curriculum
- Home-Based Business Resources
- Local Advisory Committee: Handbook for Vocational Administrators
- Marketing Education Curriculum
- Office Communication: Developing Language Skills
- Pre-Employment Competencies Resource Guide
- Vocational Education Administration Handbook
- Working video

The Library maintains curricula for all vocational areas. Resources are loaned for a two-month review period. There are also many materials which may be purchased from the Library's special collections. Some materials are available free of charge.

The Library's catalog is computerized and may be operated on an Apple Computer using Appleworks software. The catalog may be obtained by sending five blank disks for duplication or by request.

Alaska Career Information System
Office of Adult and Vocational Education
Alaska State Department of Education
Box F
Juneau, AK 99811
(907) 465-2980

- Comprehensive career guidance system developed by Alaskans and for Alaskans seeking occupational and educational opportunities in and out of Alaska.

Alaska Historical Library
PO Box G
Juneau, AK 99811
(907) 465-2925

- Books and resources on Alaska's history

Alaska State Film Library
650 West International Airport Road
Anchorage, AK 99518
(907) 561-1132

- Films for tourism, business education, native culture, etc.

Alaska State Museum
395 Whittier Street
Juneau, AK 99801
(907)465-2901

- Traveling Kits on Alaskan Art

National Center for Research in Vocational
The Ohio State University
1960 Kenny Road
Columbus, OH 43210

- Vocational Education Curriculum Materials database of all 50 states. Can be accessed through the Alaska Vocational Materials Library.

Northwestern Vocational Curriculum
Coordination Center
St. Martin's College
Lacey, WA 98503
(206) 438-4456

- 10-State regional library of vocational materials. Can be accessed through the Alaska Vocational Materials Library.

Publishers

Addison-Wesley Publishing Company
Western Region
390 Bridge Parkway, Suite 200
Redwood City, CA 94065

- Catalog of publications

Alaska Northwest Publishing Company
Box 4-EEE
Anchorage, AK 99509

- A Field Guide to Birds of Alaska
- A Field Guide to Flowers of Alaska
- Alaska Almanac
- Alaska Geographic Society Series
- Other Alaskana publications

Alchemy Books
717 Market Street, Suite 514
San Francisco, CA 94103

- The Law and the Travel Industry

AVI Publishing Company, Inc.
250 Post Road East
Westport, CT

- The Travel Industry

Berkeley Books
200 Madison Ave.
New York, NY 10016
(212)686-9820

- The One-Minute Manager

Bobbs-Merrill Company, Inc.
4300 West 62nd Street
PO BOx 7080
Indiananpolis, IN 46206

- An Introduction to Travel Agency
- Foodservice/Hospitality Advertising and Promotion

CBI Publishing Company
51 Sleeper Street
Boston, MA 02116

- Basic Hotel Front Office Procedures
- Effective Front Office Operations
- Hotel and Restaurant Business
- Marketing in the Hospitality Business
- Principles and Procedures of Tour Management
- The Professional Host
- The Psychology of Leisure Travel
- The Tourist Business
- Tourism Planning and Development

D.C. Heath and Company 125 Spring Street Lexington, MA 02173 (617)862-6650	• The Commerical Airline Industry: Managerial Practices and Regulatory Policies • The U.S. Lodging Industry • U.S. International Aviation Policy
Delmar Publishers, Inc. 2 Computer Drive West Box 15015 Albany, NY 12212-5015	• A Travel Agency Policies and Procedures Manual • Corporate and Business Travel • Financial Management for Travel Agencies • Hotel, Restaurant, and Travel Law • Legal Aspects of Travel Agency Operations • Math Principles for Food Service Occupations • Recipes for Success: A Guide to Advanced Cuisine • Travel and Tourism Marketing Techniques • Your Career in Travel, Tourism, and Hospitality
Ginn and Company 191 Spring Street Lexington, MA 02173	• Exploring World Cultures
Gregg Division/McGraw Hill Book Company Western Regional Office 8171 Redwood Highway Novato, CA 94947 (415) 897-5298	• Catalog of materials on business, office, and marketing education
Grid Publishing, Inc. Columbus, OH	• Tourism: Principles, Practices, Philosophies
Harian Publications 1 Vernon Avenue Floral Park, NY 11001	• Ford's Freighter Travel Guide
Harper and Row Publishers, Inc. 10 E 53rd Street New York, NY 10022	• In Search of Excellence
Heyden and Sons, Inc. 247 South 41st Street Philadelphia, PA 19104	• World Climates
Houghton Mifflin Company Wayside Road Burlington, MA 01803	• A Field Guide to Animal Tracks • A Field Guide to Mammals • A Field Guide to Western Birds • World Almanac

International Publishing Company of America 665 LaVilla Drive Miami Springs, FL (305)887-1701	• The Official Guide to Travel Agents and Travel Careers • Guide to Airline Careers
John Wiley and Sons, Inc. 605 Third Avenue New York, NY 10022	• Tourism Principles, Practices, and Philosophy
Kendall/Hunt Publishing Company 2460 Kerper Blvd. Dubuque, IA 52001 (319)589-2833	• Introduction to Hotel and Restaurant Management-A Book of Readings • The Hospitality Industry
JIST Works, Inc. 150 East 14th Street Indiananpolis, IN 46202	• Catalog of career-related publications
Merton House Publishing Company 937 W. Liberty Drive Wheaton, IL 60187	• The Dictionary of Tourism • Group Travel Operations Manual • Handbook of Professional Tour Management • Legal Aspects of Travel Agency Operation • Marketing in the Services Sector • Travel and Tourism Marketing Techniques • Your Career in Travel and Tourism
National Publishers of the Black Hills, Inc. 47 Nepperhan Avenue Elmsford, NY 10523 (914)592-6006	• Air Fares and Ticketing • Cruises: An Introduction and Guide to Sales Techniques • Discovering Destinations • Equipment and Supplies for Travel and Tourism Classrooms • National Travel Airline Reservation Simulator Kit • National Travel and Airline Careers Student Learning Kit • NATARS • NTA Placement Bulletin • Principles and Methods of Scheduling Reservations • Quick Ticketing Guide • Sales and Marketing for Travel and Tourism • The Travel Agency • The Travel Agent: Dealer in Dreams • The World of Travel • Tourism: An Exploration • Travel Career Development • Travel Destination Geography

	• Where in the World, When in the World? An Introduction to Travel Geography and International Time • World Atlas • Worldwide Cruises and Shiplines • Worldwide Tours
Pergamon Press Fairview Park Elmsford, NY 10523	• The Travel and Tourism Industry: Strategies for the Future
Praeger Publishers, Inc. Division of Greenwood Press, Inc. 1 Madison Avenue, 11th Floor New York, NY 10010-3603	• US Maritime Policy: History and Prospects
Prentice Hall, Inc. PO Box 500 Englewood Cliffs, NJ 07632 (201)592-2000	• Services Marketing
Random House Publishers 201 E. 50th Street New York, NY 10022	• A Passion for Excellence • Fodor's Travel Guides
The Rosen Publishing Group, Inc. 29 East 21st Street New York, NY 10010	• Exploring Careers in the Travel Industry
South Western Publishing Company 5101 Madison Road Cincinnati, OH 45227	• Catalog of materials on business, office, and marketing education • Passport
Ultima Thule Publishing Company PO Box 100731 Anchorage, AK 99510 (907)277-0875	• Portage Glacier and Turnagain Arm
US Government Printing Office Superintendent of Documents Washington, DC 20402 (202)783-3238	• Career Opportunities in Hotel and Restaurant Industries • Customs, Immunization, and Passport Publications Travel and Tourism • Fly Rights • Foreign Country Information Studies • International Travel. Report to the President of the United States • National Registry of Historic Places • National Tourism Resources Review Commission, Destination U.S.A. • Recreation and Outdoor Activities • Travel and Tourism and Recreational and Outdoor Activities bibliographies

	• Treaties and Other International Agreements of the United States • Vacations Unlimited • World Factbook
Warner Books, Inc. 666 Fifth Avenue New York, NY 10103	• Megatrends
W.H. Freeman and Company 41 Madison Avenue New York, NY 10010 (212)532-7660	• Modern Hotel and Motel Management
William Morrow and Company 105 Madison Avenue New York, NY 10016	• Fielding's Worldwide Guide to Cruises
Ziff-Davis Publishing Company 1 Park Avenue New York, NY (212)503-3500	• Travel Market Yearbook

State Resources

Alaska Department of Commerce and Economic Development Division of Tourism PO Box E Juneau, AK 99811 (907)465-2012	• Alaska Tourism Handbook: A Guide to Community Tourism Development • Travel Planner
Alaska Department of Commerce and Economic Development Office of Enterprise PO Box D Juneau, AK 99811 (907)465-2018	• Establishing a Business in Alaska
Alaska Department of Fish and Game PO Box 3-2000 Juneau, AK 99811 (907)465-4112	• Alaska Sport Fish Identification Handbook • Game Fishes of Alaska
Alaska Department of Fish and Game Nongame Program 333 Raspberry Road Anchorage, AK 99502	• Alaska Wildlife Week Curriculum
Alaska Historical Commission 524 W. 4th Avenue, Suite 207 Anchorage, AK 99501	• Alaska's Heritage

Alaska Outdoor Council 3417 Katlian Eagle River, AK	• Information on outdoor recreation in the state.
Alaska Seafood Marketing Institute 1111 W. 8th Street, Suite 100 PO Box DX Juneau, AK 99811 (907) 586-2902	• ASMI-GRAM Newsletter • Challenge for Excellence (video) • Competitive Edge (video) • Fresh and Frozen Salmon: How to Sell It (video)
Brigham Young University David M. Kennedy Center for International Studies Publications Services 280 HRCB Provo, UT 84602	• Culturegrams
Curriculum and Instructional Materials Center Oklahoma Department of Vocational and Technical Education 1500 W. Seventh Stillwater, OK 74074-4364 1-800-654-4502	• Business Management and Ownership • Cashier-Checker LAPS • Communications • Food Production, Management, and Services • Fundamentals of Marketing Education • General Clerical Duties • Office Machines • Office Occupations Media
Extension Instructional Materials Center Division of Continuing Education University of Texas at Austin PO Box 7218 Austin, TX 78713-7218	• Hotel/Motel Operations • Principles of Management • Retail Travel Marketing
Hospitalities Industries Training and Services New Mexico Restaurant Association 2130 San Mateo NE, Suite C Alburquerque, NM 87110	• New Mexico Tourism Awareness: A Curriculum Package
Instructional Materials Laboratory University of Missouri-Columbia 908 Woodson Way Columbia, MO 65211	• Business and Office Education Modules
Massachusetts Department of Education Division of Occupational Education Quincy Center Plaza 1385 Hancock Street Quincy, MA 02169	• Math and Science Competencies in Hotel and Lodging
Mid-America Vocational Curriculum Consortium 1500 W Seventh Avenue Stillwater, OK 74074-4364 1-800-654-3988	• Food Production, Management, and and Services • Graphic Arts • Information Processing

Minnesota Curriculum Services Center 3554 White Bear Avenue White Bear Lake, MN 55110	• Going Into Business Modules • Small Business Management
New York Department of Education Bureau of Occupational Education Curriculum Albany, NY 12234	• Travel and Tourism Module: An Advanced Level Option for Distribution and Development Marketing
Occupational Curriculum Laboratory East Texas State University Commerce, TX 74528 (214) 886-5623	• Communications • Human Relations in Business • Managing the Office Employee • Managing the Office Environment • Math Skills for the Office
Oregon Career Development Consortium Marion Education Service District 651 High Street NE, Suite 4 Salem, OR 97301	• Basic Skills in Vocational Education: Computer Skills, Mathematics, Reading, Speaking/Listening, Writing
Oregon Department of Education 700 Pringle Parkway SE Salem, OR 97310-0290	• Report of the Technical Committee for Hospitality, Tourism, Recreation
Publications Unit Vocational Studies Center School of Education University of Wisconsin-Madison 964 Educational Sciences Bldg 1025 West Johnson Street Madison, WI 53706 (608)263-4357	• Achieving Success in Small Business: A Competency–Based Educational Program for Persons Interested in Small Business Ownership • Achieving Success in Small Business: A Competency-Based Educational Program for Persons Interested in Small Business Ownership • Basic Skills for Improvement • Competency-Based Business Education Modules • E.T.C. Entrepreneurship Training Components for Business and Office • Instructional Strategies for Using Microcomputers in Vocational Education for Business Education • Small Business and Entrepreneurship Series • Steps to Starting a Small Business • Tools, Equipment, and Machinery: Adapted for Vocational Education and Employment of Handicapped People
University of Alaska Fairbanks Center for Cross-Cultural Studies Fairbanks, AK 99701	• Cultures in the North: Multi-Media Resource Kit • Many resources on Alaskan culture

University of Alaska Fairbanks
Alaska Sea Grant College Program
Attorney's Plaza, Suite 1A
Fairbanks, AK 99775

- Alaska Sea Week Curriculum Guide
- Alaska's Seas and Coasts
- Marine Life Posters
- Publications Directory

University of Washington Press
PO Box 50096
Seattle, WA 98105

- Indian Fishing: Early Methods on the Northwest Coast

Associations

Alaska Natural Resources and Outdoor Education Association
Box 110536
Anchorage, AK 99511-0536

- Flyways, Pathways, Waterways
- Provides networking for natural resource educators, disseminates curriculum, trains teachers in curriculum use, and provides an information clearinghouse

Alaska Federation of Natives
411 West Fourth Avenue Suite 301
Anchorage, AK 99501

- Information on Native Claims

The Alaska Native Foundation
PO Box 100278
Anchorage, AK 99501

- Information on Native Claims
- Alaska Native Land Claims
- To Have and To Hold Land Resources
- Trouble Ahead

Alaska Natural History Association
250 Cushman Street, Suite 1A
Fairbanks, AK 99701
(907)451-7352

- The Denali Road Guide
- Publications on Alaska's National Parks, National Forests, Fish and Wildlife Service, and State Parks

Alaska Women in Timber
111 Stedman Street #200
Ketchikan, AK 99901

- Alaska's Great Green Forest
- The Forest Book

American Association for Instructional Materials
120 Driftmeir Engineering Center
Athens, GA 30602
(404)542-2586

- Performance-Based Teacher Education Modules: Assisting Students In Improving Their Basic Skills

American Marketing Association
250 S. Walker Drive Suite 200
Chicago, IL 60606

- Extensive collections of marketing
- Marketing News

Alaska Hotel and Motel Association
PO Box 104900
Anchorage, AK 99510
(907)344-4778

- Quarterly publications and sponsor educational programs

Alaska Visitors Association PO Box 102220 Anchorage, AK 99510 (907)276-6663	• Information and assistance in starting local tourism organizations, statewide tourism/governmental issues, Marketing Council information and programs, tourism research, and AVA membership and programs.
American Bus Association 1025 Connecticut Avenue NW Washington, DC 20036	• Conducts safety seminars, disseminates information, sponsors competitions, compiles statistics • Motorcoach Marketer • Publishes Bus Operator, Destinations SCAN Newsletter
American Hotel and Motel Association 888 7th Avenue New York, NY 10106	• Hospitality for Sale • Hotel and Motel Redbook • Lodging Publication
American Institutes for Research 1055 Thomas Jefferson Street NW Washington, DC 20007	• Getting Down to Business: Travel Agency Entrepreneurship Training Components
American Society of Travel Agents 1101 King Street Alexandria, VA 22314	• ASTA Travel News • Resources, maintains biographical archives, sponsors competitions, conducts research
American Vocational Association 1410 King Street Alexandria, VA 22314	• Catalog of resources for vocational education
Association of Retail Travel Agents 25 S. Riverside Croton-On-Hudson, NY 10520	• ARTAFACTS • Conducts joint marketing and education programs
Club Managers Association of America 7615 Winterberry Place Bethesda, MD 20817	• Library on Food Preparation • Club Management Magazine • Club Management Operations
Council of Hotel, Restaurant and Institutional Education 311 First Street NW #700 Washington, DC 20001	• Hospitality Educator • Journal of Hospitality Education • Supports research, compiles statistics, and conducts seminars
Cruise Lines International Assocation (CLIA) 17 Battery Place New York, NY 10004	• Travel Agents Cruise Manual
Distributive Education Clubs of America 1908 Association Drive Reston, VA 22091 (703)860-5000	• A Guide for DECA Chapter Officiers • A Program of Action • DECA Handbook

The Educational Institute
of the American Hotel and Motel Association
1407 S. Harrison Road
PO Box 1240
East Lansing, MI 48823
(517)353-5500

- International Academic Partnership Programs: Managing Front Office Operations
- Managing Hospitality Engineering Systems
- Professional Cooking
- Resort Management and Development
- Catalog of materials and films

Future Business Leaders of America
PO Box 17417-Dulles
Washington, DC 20041

- Developing Effective Programs and Activities in FBLA-PBL
- The Official FBLA-PBL Handbook

Hotel Sales and Marketing Association
1400 K Street NW, Suite 810
Washington, DC 20005

- Glossary of Hotel/Motel Terms
- Maintain Sales Research Center
- Marketing Review

Institute of Certified Travel Agents
PO Box 56
148 Linden Street
Wellesley, MA 02181

- Library on travel agency management and travel reference topics
- Travel Career Development Program

International Air Transport Association
2000 Peel Street
Montreal, PQ, Canada H3A 2R4

- Reason in the Air
- Standard Interline Passenger and Cargo Procedures
- World Air Transport statistics

International Association of Tour Managers
North American Region
1646 Chapel Street
New Haven, CT 06511

- Conducts professional tour management USA certificate program
- Tour Manager magazine
- Travel Magazine

International Federation of Women in Travel
4545 N. 36 Street, Suite 126
Phoenix, AZ 85018

- Resources, conducts seminars, workshops, lectures
- Spirit Newsletter

Joint Council on Economic Education
2 Park Avenue
New York, NY 11016

- Resources on economics and marketing

National Business Education Association
1914 Association Drive
Reston, VA 22091

- Clearinghouse of publications on business education
- Standards for Excellence in Business Education

National Restaurant Association
311 First Street NW
Washington, DC 20001

- Foodservice Information Abstracts
- Restaurants, USA magazine
- Tableservice Restaurant Operations
- Waiter/waitress training programs, educational pamphlets, books, films

Marketing and Distributive Education Association 1908 Association Drive Reston, VA 22091 (703)476-4299	• Marketing Educator's News
National Audubon Society Nature Center Planning Division 950 Third Avenue New York, NY 10022	• Manual of Outdoor Interpretation
National Tour Association PO Box 3071 546 E. Main Street Lexington, KY 40596	• Courier Magazine • Develop and increase public interest in tourist travel by motorcoach • Tuesday Newsletter
Office Education Association 5454 Cleveland Avenue Columbus, OH 43229 (614)895-7277	• Advisor's Newsletters • Competitive Events Guidelines • Leadership Development Series
Travel and Tourism Research Association PO Box 8066, Foothill Station Salt Lake City, UT 84108	• Journal of Travel Research • Reference Service to assist travel research and marketing industry • Sponsors travel research and student contests
Travel Industry Association of America 1899 L Street NW Washington, DC 20036 (202)293-1433	• Contact USA: A Buyer's Guide to US Travel Products, Services, and Personnel • Discover America Package Tour Handbook • International Travel News Directory • Marketing the USA: Selling to Canada
United States Travel Data Center 1899 L Street, Suite 610 Washington, DC 20036	• Economic Review of Travel in America • Guide to publications and resources • National Travel Survey • Survey of State Travel Offices • Travel and Tourism Industry Highlights • Travel Printout
World Tourism Association Calle Captain Haya 42 Madrid, Spain E-28020	• Economic Review of World Tourism • Publishes studies and documents on legislation affecting tourism • Role and Structure of National Tourism Administrations • Tourist Bibliography • World Tourism Statistics

Periodicals

American Express Publishing Company
1120 Avenue of the America's
New York, NY 10036
- Travel and Leisure

American Marketing Association
250 S. Walker Drive Suite 200
Chicago, IL 60606
(312)648-0536
- Journal of Marketing

Alaska Publishing Company
PO Box 102696
Anchorage, AK 99510
- Alaska Business Monthly

American Traveler
Division of Capital Cities Media, Inc.
2 W. 46 Street
New York, NY 10036
- The Travel Agent

Bill Communications, Inc.
633 Third Avenue
New York, NY 10017
- Restaurant Business
- Sales and Marketing Management: The Magazine of Marketing

Cahners Publishing Company
Foodservice and Packaging Group
Divison of Reed Publishing USA
44 Cook Street
Denver, CO 80206
- Hotels and Restaurants Unlimited
- Restaurants and Institutions

Communication Channels, Inc.
6255 Barfield Road
Atlanta, GA 30328
- Airline Executive

Cornell University
School of Hotel Administration
Ithaca, NY 14853
- Cornell Hotel and Restaurant Administration Quarterly

Crossroads Press
Box 833
Honolulu, HI 96808
- Pacific Business News

Harcourt Brace Jovanovich, Inc.
One E First Street
Duluth, MN 55802
- Hotel and Motel Management

Hawkins and Associates, Inc.
804 D Street
Washington, DC 20002
- Travel and Tourism Executive Newsletter

Industrial Publishing Company
614 Superior Ave W.
Cleveland, OH 44113
- Modern Office Procedures

Jax Fax Travel
280 Tokeneke Road
Darien, CT 06820

- Travel Marketing Magazine

McGraw-Hill Publications, Inc.
1221 Avenue of the Americas
New York, NY 10020

- Business Week

Murdoch Magazines
500 Harmon Meadow Blvd
Secaucus, NJ 07094

- Meetings and Conventions
- Travel Weekly

Official Airline Guides, Inc.
100 Grant Avenue
San Francisco, CA 94108

- Travelage West
- Travel Management Daily
- Travel Management Newsletter
- Pacific Travel News

Penton Publishing
1100 Superior Avenue
Cleveland, OH 44144

- Air Transport World
- Lodging Hospitality
- Restaurant Hospitality

Transatlantic Publishing Corp.
342 Madison Avenue
New York, NY 10017

- Travel Digest

Travel Trade Publishing Company
6 E. 46 Street
New York, NY 10017

- Travel Trade

Travel and Tourism Research Association
Business Research Division
University of Colorado
Boulder, CO 80309-0420
(303)492-8227

- Journal of Leisure Research
- Journal of Travel Research

Walter Mathews Associates, Inc.
Box 889
Midtown Station
New York, NY 10018

- Travel Business Report

Yankee Publishing, Inc.
Alaska Publishing Properties
Dublin, NH 03444

- Alaska, magazine of life on the last frontier

Special Books/Pamphlets

Atlantic Richfield Company
PO Box 100360
Anchorage, AK 99510

- Wildlife of the North Slope

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A Wiley Interscience Publication
John Wiley and Sons, Inc.
605 Third Avenue
Dept. 0194 JOM
New York, NY 10158

- Where to Find Business Information: A Worldwide Guide for Everyone Who Needs the Answers to Business Questions

Boeing Commercial Airline Company
Attention: Marketing
ORG-6-1400
PO Box 3703
Seattle, WA 98124
(206)237-0200

- Dimensions of Airlines Growth

Conference of Concessioners
Mammoth Cave, KY 42559

- Visitor Facilities and Services in the National Parks

Contract Research Corporation
25 Flanders Road
Belmont, MA

- Career Exploration in Hospitality and Recreation

Cooperative Extension Service
Statewide Office
University of Alaska
303 Tanana Drive
Fairbanks, AK 99701

- Community Evaluations for Economic Development
- Marketing the Uniqueness of Small Towns
- Organizing Your Home Business Center
- To Grow or Not to Grow: Questions About Economic Development

Dun and Bradstreet Corporation
99 Church Street
York, NY 10007

- Industry Agent's Handbook
- OAG Travel Planner, European and New Pacific Areas
- OAG Travel Planner, North American Ed.
- OAG Worldwide Cruise and Shipline Guide

Economist Publications, Ltd.
The Economist Intelligence Unit
40 Duke Street
London, WIA 1DW England

- International Tourism Quarterly
- Travel and Tourism Analyst

Federal Aviation Administration
800 Independence Avenue SW
Washington, DC 20591
(202)267-3484

- Federal Air Regulations

Federal Maritime Commission
1100 L Street NW
Washington, DC 20573
(202)523-5773

- Federal Maritime Regulations

Ford's Travel Guides
19448 Londelius Street
Northridge, CA 91324

- Ford's Deck Plan Guide
- Ford's Freighter Travel Guide
- Ford's International Cruise Guide
- Waterways of the World

Forsyth Travel Library
PO Box 2975
9154 West 5th Street
Shawnee Mission, KS 66201

- Thomas Cook Continental Timetable
- Thomas Cook Overseas Timetable

Fuller Weissman, Inc.
810 St. William Avenue
Round Rock, TX 78681

- Fuller-Weissman Report

Interstate Commerce Commission
12th Street and Constitution Ave NW
Washington, DC 20403
(202)275-7833

- Regulates transportation

Jane Taylor Wilson
800 Roberto Avenue
Santa Barbara, CA 93109

- Leadership Alive: A Handbook of Exercises and Resources for Leadership Development

Marketing Handbooks
Stamford, CT

- Travel Market Yearbooks

Murdoch Magazines
500 Harmon Meadow Blvd.
Secaucus, NJ 07094

- Hotel and Travel Index
- Official Hotel and Resort Guide

National Park Service
Alaska Area Office
Room 202
540 West 5th Avenue
Anchorage, AK 99501

- Films on national parks
- Publications and information on camping in national parks

National Railways Publications Company
424 W 33 Street
New York, NY 10001

- The Official Railway Guide

Small Business Administration
701 C Street
Box 67
Anchorage, AK 99513

- Information and publications on management, accounting, and business basics for small businesses

Travel Insider
272 Kosan Circle
Streamwood, IL 60107
(312)837-9241

- Directory of Foreign Government Tourist Offices

Turnagain Products 13201 Ridgewood Circle Anchorage, AK 99516	• Rail Guide to the Historic Alaska Railroad
US Coast Guard 2100 Second Street SW Washington, DC 20593 (202)267-2303	• Regulations, licensing, and safety information
US Department of Agriculture 14th Street and Independence Avenue SW Washington, DC 20250 (202)447-2791	• Transportation of agricultural products information
US Department of Commerce US Travel and Tourism Administration Main Commerce Building Washington, DC 20230 (202)377-0137	• International Travel Market Reviews of Selected Major Tourism Generating Countries • Outlook for Travel and Tourism • National Travel Survey • Travel Agents U.S.A., Transportation Guide
US Department of Interior C Street between 18th and 19th Street NW Washington, DC 20240 (202)343-4841	• General land information
US Department of Justice Tenth Street and Constitution Ave NW Washington, DC 20530 (202)633-2007	• Passport and visa information • International travel, customs, and immigration information
US Department of State Passport Services Bureau of Consular Affairs 1425 K Street NW, Room G-62 Washington, DC 20524 (202)783-8170	• Bureau of Consular Affairs: Your Trip Abroad, Visa Requirements of of Foreign Governments • Travel Information: Your Trip Abroad
US Department of Transportation Public Reference Room 400 7th Street SW, Room 4107 Washington, DC 20590 (202)426-7634	• Information airline tariffs and routes
US Fish and Wildlife Service Office of Public Use and Information 1011 East Tudor Road Anchorage, Ak 99503	• Posters on habitat and wildlife of south central Alaska

US Forest Service
Alaska Region
Federal Office Building
Box 1628
Juneau, AK 99802

US Geological Survey
4 University Drive
Anchorage, AK 99508

- Guide to Alaska Trees
- Southeast Alaska Community Opportunity Guide
- The Common Plants of the Muskegs of Southeast Alaska

- Topographical and geological maps of Alaska

Media

Agency for Instructional Television
Box A
Bloomington, IN 47402

Alaska Center for Economic Education
University of Alaska
601-A Gruening Bldg
Fairbanks, AK 99701
(907) 4746520

Cambridge Career Products
One Players Club Drive, Dept. OT2
Charleston, WV 25311

Career Aids, Inc.
20417 Nordhoff Street Dept. S
Chatsworth, CA 91311
(818) 3418200

Career Development Software, Inc.
207 Evergreen Drive
Vancouver, WA 98661
(206)6963529

DCA Educational Products, Inc.
4685 Stenton Ave.
Philadephia, PA 19144

The Educational Institute of the
AmericanHotel and Motel Association
1407 S. Harrison Road
PO Box 1240
East Lansing, MI 48823
(517)3535500

International Film Bureau, Inc.
332 South Michigan Avenue
Chicago, IL 60604

Modern Talking Pictures Service, Inc.
1145 North McCadden Place
Los Angeles, CA 90038

National Archives & Records Administration
National Audiovisual Center
8700 Edgeworth Drive
Capitol Heights, MD 20743

Pacific Academy for Advanced Studies
1100 Glendon Avenue, Suite 1625
Los Angeles, CA 90024

Penn Communications, Inc.
1350 West 20th Street
Erie, PA 16502

Salenger Educational Media
1635 12th Street
Santa Monica, CA 90404

Teaching Aids, Inc.
PO Box 1798
Costa Mesa, CA 92628-0798

Vocational Media Associates
Prentice-Hall Media
PO Box 1050
Mt. Kisco, NY 10549

Walt Disney Educational Media Co.
500 S. Buena Vista Street
Burbank, CA 91521